





APR. 25-MAY 1, 1988

## 16 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE T/C										HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
												TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN					
												PERS	WOMEN	18-49	18- W/CH	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11				
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																	
DISNEY SUNDAY MOVIE-CONT'D																																	
7.00 - 7.30										A	7.9	15	700	1755	219	166	93	634	232	412	347	320	178	455	188	322	310	217	109	195	98	471	342
7.30 - 8.00										A	9.0	16	797	1825	226	173	100	635	247	425	364	316	163	451	190	333	319	218	84	220	108	518	372
DOLLY SAT 8.00P 60 ABC 5										A	8.0	16	709	1599	263	175	52^	839	133	319	372	441	440	555	89^	234	285	324	250	28^	14^	178	99
213 99 GV 12										B	8.5	16	750	1686	279	182	63	830	165	350	382	419	400	588	118	276	306	323	261	66	29^	203	123
8.00 - 8.30										C	9.9	18	879	1733	280	190	64	850	168	367	400	424	403	616	135	304	324	335	261	67	31^	199	124
8.30 - 9.00										A	7.6	15	673	1601	258	177	59^	841	143	316	356	416	450	552	95	237	281	306	248	27^	13^	181	98
										A	8.3	16	735	1616	270	175	46^	847	125	326	390	469	435	564	84^	235	292	343	255	28^	15^	177	101
DOWN & OUT-DONALD DUCK(S,R) FRI 8.00P 60 NBC 201 97 EA										A	8.6	16	762	1766	180	152	94	558	201	354	338	266	167	464	185	325	306	231	99	151	71^	592	388
8.00 - 8.30										A	8.3	16	735	1735	170	139	94	589	198	353	335	281	197	469	183	318	305	228	111	141	71^	536	353
8.30 - 9.00										A	8.9	16	789	1794	190	164	94	530	203	356	340	253	139	459	188	331	307	234	88	161	70^	644	419
DUET(R) SUN 9.30P 30 FOX 6										A	3.3	5	292	1469	206^	191^	59^	567	300	440	310	191^	107^	457	242	350	335	198^	36^	206^	132^	239	193^
121 85 CS 28										B	3.4	5	301	1548	246	224	71^	591	302	442	342	201	128	566	318	464	365	220	73^	170	92^	220	152
										C	3.1	5	271	1613	304	275	82^	650	353	510	399	236	119	587	327	484	380	228	78^	192	110	184	122
'88 VOTE PENN. PRIMARY(S) TUE 9.49P 2 ABC 214 97 P										A	17.7	27	1568	1646	322	282	126	734	335	526	491	332	147	581	263	463	429	286	86	168	67	164	96
EISENHOWER & LUTZ MON 9.30P 30 CBS 4										A	10.5	16	930	1568	356	282	100	795	286	506	490	358	242	517	183	320	309	239	167	101	44^	155	79
210 98 CS 5										B	11.7	18	1032	1553	340	268	101	790	295	490	445	331	261	530	202	338	327	242	157	94	52	139	86
										C	12.2	19	1077	1551	335	262	97	792	293	486	450	332	266	530	196	337	330	249	158	98	53	131	82
EQUALIZER(R) WED 10.00P 60 CBS 6										A	10.4	18	921	1537	266	197	64^	813	197	383	369	371	389	533	111	230	237	281	253	86	43^	105	65^
209 99 PD 25										B	13.2	23	1165	1558	265	185	63	778	176	377	381	403	347	615	170	317	308	306	250	88	38	77	49
10.00 - 10.30										C	12.7	22	1129	1576	271	190	66	754	194	393	384	389	311	654	187	360	348	339	245	88	38	80	43
10.30 - 11.00										A	10.4	18	921	1538	262	196	68^	811	192	382	371	376	390	534	111	230	233	280	252	86	44^	108	68^
										A	10.4	19	921	1536	270	199	60^	816	202	384	367	365	388	532	112	230	240	283	254	87	42^	101	61^
FACTS OF LIFE SAT 8.00P 30 NBC 5										A	12.3	25	1090	1609	285	211	61	805	283	431	367	295	335	380	140	212	206	168	131	183	127	241	171
207 99 CS 28										B	12.4	24	1099	1639	279	222	81	803	262	434	372	306	335	414	149	240	203	178	152	176	111	245	170
										C	14.4	26	1272	1722	304	241	78	830	265	440	381	321	347	450	160	262	234	194	158	174	112	268	178
FALCON CREST FRI 10.00P 60 CBS 4										A	12.9	23	1143	1508	318	220	55^	907	158	349	386	446	486	430	107	194	190	179	213	60	44^	111	89
210 99 GD 26										B	13.5	24	1196	1541	317	227	58	925	196	393	417	441	466	436	106	197	202	191	211	61	38	118	85
10.00 - 10.30										C	14.2	26	1255	1579	322	237	62	948	223	429	438	429	454	450	117	208	212	204	210	64	40	118	83
10.30 - 11.00										A	12.9	23	1143	1499	322	223	55^	906	157	340	375	441	494	420	102	191	189	177	207	64	43^	109	85
										A	13.0	23	1152	1506	312	216	56	901	158	356	393	448	475	437	112	197	190	181	217	56	43^	112	93
FAMILY MAN FRI 9.30P 30 ABC 6										A	9.0	15	797	1553	293	242	113	703	255	422	374	296	249	389	162	254	229	167	113	145	92	317	220
CONT'D										B	9.7	17	858	1669	292	229	97	754	261	440	401	331	275	403	158	259	236	182	117	187	117	325	221

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



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## 20 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. AUD. SH % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
													TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
													PERS (2+)	WOMEN 18+ 49	LOH 18-49 W/CH <3		18- 34	18- 49	25- 54	35- 64	55+ 65+	TOTAL 34	18- 49	25- 54	35- 64	55+ 65+	TOTAL 17	FEM. 17	TOTAL 11	TOTAL 11		
EVENING CONT'D																																
HEAD OF THE CLASS(R)-CONT'D																																
WED	8.30P	30	ABC	5	B	15.6	25	1386	1679	311	263	114	698	338	494	416	262	163	432	211	318	275	181	85	250	143	300	195				
	216	99	CS	27	C	16.6	26	1471	1728	325	275	105	734	337	502	434	283	190	479	233	356	308	198	95	219	117	297	195				
HIGH MOUNTAIN RANGERS(R)																																
SAT	8.00P	60	CBS	4	A	7.4	15	656	1616	215	167	43^	702	133	309	279	338	356	599	169	318	305	295	233	139	62^	176	116				
	207	98	A	15	B	8.5	17	749	1705	247	189	56	770	157	361	354	386	356	638	164	327	323	315	261	124	52	172	107				
	8.00 - 8.30				A	7.0	14	620	1565	206	157	39^	683	129	287	264	326	363	596	152	302	294	307	243	132	57^	154	97^				
	8.30 - 9.00				A	7.8	15	691	1662	224	176	47^	720	136	329	293	348	350	602	184	333	315	284	225	145	67^	195	132				
HIGHWAY TO HEAVEN																																
WED	9.00P	60	NBC	1	A	13.8	23	1223	1717	283	209	60	847	214	406	406	410	370	548	160	301	266	268	218	162	92	161	100				
	200	98	GD	1	B	13.8	23	1223	1717	283	209	60	847	214	406	406	410	370	548	160	301	266	268	218	162	92	161	100				
	9.00 - 9.30				C	13.8	23	1223	1717	283	209	60	847	214	406	406	410	370	548	160	301	266	268	218	162	92	161	100				
	9.30 - 10.00				A	12.9	21	1143	1723	285	209	58	859	207	398	403	414	388	552	159	301	261	267	224	154	90	158	98				
					A	14.7	24	1302	1712	280	209	62	836	219	412	409	406	354	544	162	301	270	268	213	169	94	163	102				
HIGHWAYMAN																																
FRI	9.00P	60	NBC	5	A	8.9	15	789	1779	266	221	99	675	213	432	421	353	189	603	254	414	365	285	143	157	40^	344	227				
	192	96	A	8	B	9.0	17	797	1727	239	192	86	683	216	413	388	345	218	622	238	402	358	293	181	155	47	266	172				
					C	10.0	18	888	1727	230	187	78	668	205	396	371	334	224	637	239	406	364	292	189	168	49	253	163				
9.00 - 9.30																																
9.30 - 10.00																																
HOOPERMAN(R)																																
WED	9.00P	30	ABC	4	A	13.4	22	1187	1589	317	274	105	689	316	499	454	288	141	492	216	361	336	235	96	191	104	217	142				
	214	95	OP	25	B	13.1	21	1161	1613	332	271	107	713	317	494	446	300	172	476	215	341	317	217	95	193	108	230	147				
					C	15.0	24	1333	1661	315	257	98	756	293	477	441	336	229	536	218	361	326	250	140	161	83	208	136				
HOTEL																																
THU	9.00P	60	ABC	6	A	6.9	11	611	1428	313	242	74^	880	213	415	401	397	410	349	129	206	181	145	118	82^	42^	117	59^				
	202	97	GD	8	B	7.6	12	672	1504	321	235	66	851	219	411	411	409	370	435	145	223	198	193	182	82	48^	136	74				
	9.00 - 9.30				C	7.6	12	669	1511	314	235	62	856	213	411	415	412	375	436	142	222	198	196	186	90	53	130	75				
	9.30 - 10.00				A	5.8	9	514	1420	302	236	65^	879	177	392	400	411	430	347	129	206	180	144	113^	76^	42^	118^	64^				
					A	8.0	13	709	1434	322	247	81^	881	239	432	401	388	396	352	129	205	182	146	122	86^	42^	116	55^				
HOUSTON KNIGHTS																																
TUE	8.00P	60	CBS	1	A	6.4	11	567	1577	286	208	58^	787	206	395	412	401	330	544	148	296	286	256	215	94^	41^	152	89^				
	189	90	OP	1	B	6.4	11	567	1577	286	208	58^	787	206	395	412	401	330	544	148	296	286	256	215	94^	41^	152	89^				
	8.00 - 8.30				C	6.4	11	567	1577	286	208	58^	787	206	395	412	401	330	544	148	296	286	256	215	94^	41^	152	89^				
	8.30 - 9.00				A	6.1	11	540	1548	263	183	54^	761	186	366	397	389	333	530	137	272	258	246	232	105^	46^	151	90^				
					A	6.8	11	602	1580	302	227	61^	798	222	415	419	405	322	548	156	313	306	262	197	84^	36^	151	87^				
HUNTER																																
SAT	10.00P	60	NBC	6	A	16.2	30	1435	1643	299	223	79	826	241	428	411	371	346	514	128	243	235	261	228	132	76	171	104				
	207	99	OP	8	B	14.6	28	1297	1665	297	221	66	804	224	422	396	380	331	537	151	278	263	272	225	144	82	180	123				
	10.00 - 10.30				C	15.2	29	1346	1676	300	226	66	802	225	429	399	387	322	555	161	293	278	282	225	140	82	179	123				
	10.30 - 11.00				A	16.1	30	1426	1660	302	227	81	836	247	433	414	368	354	508	124	239	230	257	229	127	78	189	117				
					A	16.4	31	1453	1617	294	217	77	811	234	421	406	371	336	517	131	246	239	264	226	136	73	152	90				
JAKE AND THE FATMAN(R) CONT'D																																
					A	12.6	21	1116	1560	274	176	67	826	160	349	375	421	417	562	101	241	262	288	270	61	28^	111	66				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

APR. 25-MAY 1, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
DAY	TIME	DUR	NET	OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN						
									18+	49		18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.							
#STNS	CVG%	TYPE	T/C						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	2-6		
EVENING CONT'D																														
JAKE AND THE FATMAN(R)-CONT'D																														
WED	9.00P	60	CBS	6	B	12.4	20	1099	1609	264	173	58	826	161	361	382	428	402	593	124	263	275	308	281	81	31	109	66		
	208	99	OP	7	C	12.6	20	1113	1611	266	179	62	813	168	365	380	418	388	590	126	264	273	304	278	83	32	124	76		
	9.00 - 9.30				A	12.0	20	1063	1563	279	178	67	827	154	343	375	427	422	552	89	230	257	287	271	64	28^	120	70		
	9.30 - 10.00				A	13.3	22	1178	1546	267	174	67	819	163	351	372	412	410	566	111	250	263	286	268	59	27^	102	62		
JUST IN TIME																														
WED	9.30P	30	ABC	4	A	11.9	19	1054	1462	327	277	111	692	301	487	450	302	155	490	215	364	329	231	100	138	78	142	95		
	216	98	CS	4	B	11.4	18	1006	1525	350	286	108	719	321	501	455	304	171	491	222	353	331	226	96	153	88	162	103		
					C	11.4	18	1006	1525	350	286	108	719	321	501	455	304	171	491	222	353	331	226	96	153	88	162	103		
JUST THE TEN OF US																														
TUE	8.30P	30	ABC	1	A	20.2	32	1790	1694	298	262	119	703	325	513	440	282	154	405	201	304	258	171	70	240	134	345	222		
	216	99	CS	1	B	20.2	32	1790	1694	298	262	119	703	325	513	440	282	154	405	201	304	258	171	70	240	134	345	222		
					C	20.2	32	1790	1694	298	262	119	703	325	513	440	282	154	405	201	304	258	171	70	240	134	345	222		
KATE & ALLIE(R)																														
MON	8.00P	30	CBS	5	A	11.4	20	1010	1491	340	275	79	888	283	452	410	329	391	374	84	171	171	175	171	87	65	141	82		
	210	99	CS	18	B	13.0	21	1148	1504	322	246	77	850	271	438	400	348	360	430	124	208	202	192	186	86	60	138	75		
					C	14.1	22	1252	1550	336	253	76	863	262	437	406	370	373	463	136	227	223	210	202	90	60	134	80		
KNOTS LANDING																														
THU	10.00P	60	CBS	4	A	16.0	27	1418	1499	345	280	74	920	315	498	460	377	369	400	158	233	209	153	144	79	52	99	49		
					B	16.5	28	1462	1563	353	287	81	924	313	514	477	394	358	426	165	248	218	174	153	100	55	113	70		
	208	99	GD	27	C	15.8	27	1403	1549	371	298	85	927	320	529	475	395	345	430	170	262	236	181	140	90	51	102	64		
	10.00 - 10.30				A	15.6	25	1382	1528	348	281	70	923	314	496	458	377	374	410	164	236	211	156	150	83	52	111	59		
	10.30 - 11.00				A	16.3	28	1444	1481	345	281	78	923	318	502	464	380	367	394	154	232	207	151	139	76	53	88	40^		
L.A. LAW																														
THU	10.00P	60	NBC	5	A	18.2	30	1613	1510	348	292	113	762	283	508	482	350	211	572	246	397	379	254	142	85	54	90	47		
	213	99	GD	25	B	16.8	29	1490	1500	335	275	105	748	283	514	481	353	190	558	229	378	358	254	145	95	51	99	51		
	10.00 - 10.30				C	18.3	31	1618	1572	337	272	102	785	294	509	476	368	226	601	232	397	373	287	164	98	54	88	47		
	10.30 - 11.00				A	18.3	30	1621	1513	350	294	115	763	281	510	484	357	208	561	240	392	373	251	137	95	61	94	48		
					A	18.1	31	1604	1506	345	289	111	762	286	505	480	343	214	582	253	402	384	257	147	75	47	87	47		
MACGYVER(R)																														
MON	8.00P	60	ABC	5	A	11.5	20	1019	1595	275	201	51^	760	164	380	360	409	335	535	120	269	283	284	227	117	33^	184	118		
	211	96	A	24	B	12.5	20	1106	1653	262	196	58	732	186	379	368	365	303	596	159	316	327	303	225	138	49	187	122		
	8.00 - 8.30				C	12.9	20	1142	1690	259	198	64	724	191	378	360	361	298	650	197	359	348	319	233	137	58	179	108		
	8.30 - 9.00				A	10.7	19	948	1566	271	197	47^	771	159	375	359	415	350	523	104	245	269	280	239	108	32^	164	117		
					A	12.3	21	1090	1620	278	204	54^	750	168	385	360	404	322	545	134	290	295	288	216	124	33^	200	120		
MARRIED...WITH CHILDREN																														
SUN	8.30P	30	FOX	6	A	6.0	9	532	1816	319	274	107^	766	420	571	422	244	144	650	373	548	429	261	71^	173	77^	228	155		
	126	87	CS	28	B	5.5	9	486	1820	312	281	120	692	395	538	393	220	131	659	384	560	457	253	65^	196	106	273	182		
					C	4.7	7	414	1905	322	289	109	681	379	536	417	244	115	688	412	584	455	247	73	228	102	309	204		
MATLOCK(R)																														
TUE	8.00P	120	NBC	6	A	14.1	23	1249	1597	274	174	45^	863	110	309	332	434	503	538	82	189	203	256	305	98	55	98	61		
	199	96	GD	28	B	16.5	26	1462	1637	269	179	44	888	125	336	364	452	486	578	92	217	231	290	314	75	39	96	57		
	8.00 - 8.30				C	17.5	27	1548	1638	258	170	48	886	129	320	355	445	495	593	98	227	239	299	321	68	33	91	53		
	8.30 - 9.00				A	12.9	22	1143	1584	267	168	38^	873	92	295	322	443	527	511	56	158	177	241	314	76	38^	123	81		
					A	14.1	23	1249	1572	280	179	42^	869	98	302	334	449	514	518	67	176	200	252	300	89	50^	95	60		
CONT'D																														

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 24 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

## VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING				LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN			
									PERS (2+)	18+	49	18- 49		18-	18-	25-	35-	55+	TOTAL	18-	18-	25-	35-	55+	TOTAL	18-	18-	25-	35-
DAY	TIME	DUR	NET	OF	AVG. AUD. %	SH %	AVG. AUD. 0,000																						
EVENING CONT'D																													
MATLOCK(R)-CONT'D																													
	9.00 - 9.30				A	14.9	23	1320	1606	279	175	47^	868	118	314	340	434	501	548	88	195	211	260	308	103	59	87	50	
	9.30 - 10.00				A	14.4	22	1276	1634	271	175	51	848	131	325	335	414	476	573	114	227	224	270	302	122	71	91	55	
MAX HEADROOM																													
THU	8.00P	60	ABC	1	A	4.7	8	416	1612	242	186	84^	668	242	377	339	274	242	554	290	438	355	216	93^	120^	45^	271	197	
	202	98	A	1	B	4.7	8	416	1612	242	186	84^	668	242	377	339	274	242	554	290	438	355	216	93^	120^	45^	271	197	
	8.00 - 8.30				C	4.7	8	416	1612	242	186	84^	668	242	377	339	274	242	554	290	438	355	216	93^	120^	45^	271	197	
	8.30 - 9.00				A	5.0	9	443	1601	246	177	86^	690	235	366	336	285	263	539	265	403	328	208	111^	102^	38^	270	190	
					A	4.4	7	390	1624	238	195	82^	642	250	389	343	263	217	570	317	478	385	224	74^	140^	54^	271	204	
MIAMI VICE																													
FRI	10.00P	60	NBC	6	A	13.3	24	1178	1673	283	237	92	679	268	463	428	316	162	639	271	448	395	292	162	159	75	197	125	
	203	98	OP	6	B	12.5	23	1105	1663	292	250	100	694	287	499	440	324	154	631	275	450	386	289	143	161	76	177	114	
	10.00 - 10.30				C	12.5	23	1105	1663	292	250	100	694	287	499	440	324	154	631	275	450	386	289	143	161	76	177	114	
	10.30 - 11.00				A	12.7	23	1125	1694	283	235	90	672	251	448	426	323	170	659	276	461	398	303	168	153	68	210	132	
					A	13.9	25	1232	1653	283	239	93	684	284	477	431	310	155	621	266	435	392	282	156	164	82	184	119	
MR. BELVEDERE																													
FRI	9.00P	30	ABC	6	A	11.5	20	1019	1616	276	224	108	736	276	433	365	281	268	436	203	285	261	171	127	150	94	294	193	
	201	96	CS	9	B	11.3	20	1000	1709	276	214	102	752	255	428	390	318	286	426	169	271	246	188	128	189	116	343	226	
					C	11.4	20	1010	1719	277	219	99	743	258	435	394	323	270	426	165	268	249	192	128	192	118	358	242	
MURDER, SHE WROTE																													
SUN	8.00P	60	CBS	6	A	20.8	33	1843	1623	323	196	35	874	135	332	371	449	464	612	97	226	269	312	322	55	23^	82	55	
	211	99	SM	32	B	18.8	31	1669	1614	310	190	36	890	131	323	361	451	494	607	94	219	250	306	331	45	21	72	43	
	8.00 - 8.30				C	20.0	30	1776	1611	313	198	40	898	134	330	365	453	495	592	95	223	247	304	320	52	25	68	41	
	8.30 - 9.00				A	19.6	32	1737	1605	317	190	31^	875	126	321	363	449	478	605	89	212	255	304	333	48	21^	77	53	
					A	22.0	35	1949	1638	329	202	39	873	144	342	379	450	451	618	104	240	281	318	313	61	25^	87	57	
NBC NEWS SPECIAL:STRESS(S)																													
MON	10.00P	60	NBC		A	10.2	17	904	1540	304	227	78	755	231	468	462	410	238	590	213	389	361	283	165	91	38^	105	68^	
	197	95	DO																										
	10.00 - 10.30				A	10.2	17	904	1555	308	231	80	742	238	467	462	401	222	591	221	388	361	273	168	101	42^	121	78	
	10.30 - 11.00				A	10.3	17	913	1511	298	220	75	761	222	465	459	415	251	583	203	385	358	291	160	79	33^	89	59^	
NBC SUNDAY NIGHT MOVIE																													
SUN	9.01P	120	NBC	6	A	9.2	14	815	1629	193	179	81	523	245	394	321	206	119	665	356	532	421	254	118	234	106	207	153	
	201	99	FF	28	B	15.0	24	1333	1618	325	249	75	800	250	462	439	388	281	554	208	352	323	257	168	137	78	127	81	
					C	16.4	26	1449	1715	334	271	88	792	303	505	450	355	236	623	257	422	383	286	157	161	86	140	91	
MAD MAX BEYOND THUNDERDOME																													
	9.00 - 9.30				A	9.2	14	815	1640	208	197	71^	562	237	407	339	234	140	607	287	468	365	261	125	243	122	227	162	
	9.30 - 10.00				A	9.4	14	833	1637	187	178	85	515	242	396	319	203	110	666	351	532	424	258	122	236	103	219	164	
	10.00 - 10.30				A	9.5	14	842	1626	188	174	89	516	262	401	321	191	107	681	388	558	444	248	107	229	98	200	152	
	10.30 - 11.00				A	8.8	14	780	1599	188	166	77^	492	237	367	302	189	115	698	396	567	449	248	117	229	102	180	132	
	11.00 - 11.30				A	8.6	15	762	1612	242	178	71^	673	184	376	367	344	258	622	252	394	366	259	209	181	92	136	90	
NEWHART(R)																													
MON	9.00P	30	CBS	4	A	12.7	20	1125	1591	362	290	96	811	299	506	470	353	259	526	165	308	322	265	173	107	58	148	82	
	CONT'D				B	14.2	22	1258	1600	351	287	99	799	304	507	456	336	256	543	189	347	343	265	157	106	56	153	94	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
												TOTAL WORKING PERS				LOH	W O M E N					M E N					T E E N S		CHILDREN					
										DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	49	18- W/CH <3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+
EVENING CONT'D																																		
NEWHART(R)-CONT'D																																		
210 98 CS 28										C	16.3	24	1442	1608	357	287	99	831	302	490	459	350	291	540	196	342	329	256	166	101	56	136	85	
OHARA SAT										A	7.0	13	620	1618	256	182	34^	815	134	333	377	452	409	576	114	243	256	319	275	59^	26^	167	103	
9.00P 60 ABC 6										B	7.8	14	691	1678	288	203	53	798	164	379	392	430	356	617	143	315	318	337	253	79	32^	184	116	
199 97 OP 13										C	8.4	15	746	1693	291	215	59	791	168	389	404	424	341	643	151	338	343	347	254	87	38	172	116	
9.00 - 9.30										A	6.7	12	594	1608	263	189	25^	822	134	334	379	457	418	555	116	230	240	297	268	55^	25^	176	109	
9.30 - 10.00										A	7.4	13	656	1604	246	174	42^	798	133	327	371	441	396	587	111	250	267	334	278	62^	26^	157	96^	
OUR HOUSE SUN										A	7.7	14	682	1542	291	216	49^	810	183	368	386	396	375	425	99	221	223	219	178	130	84^	177	126	
7.01P 60 NBC 5										B	8.0	15	707	1630	278	210	43^	767	190	368	351	351	342	478	146	252	235	223	194	155	97	230	172	
204 98 GD 28										C	11.2	18	989	1802	323	260	66	806	239	438	414	365	314	564	190	338	317	273	180	168	92	264	186	
7.00 - 7.30										A	6.9	13	611	1499	285	206	43^	810	167	335	363	395	405	437	91^	215	223	228	196	119	79^	133	98^	
7.30 - 8.00										A	8.4	15	744	1566	294	222	52^	809	191	389	402	398	354	412	101	221	221	212	165	136	88	209	146	
8.00 - 8.30										A	10.6	18	939	1686	306	255	99	808	298	488	425	332	265	472	194	315	269	201	134	170	92	237	158	
PERFECT STRANGERS FRI										A	11.6	23	1028	1541	215	170	86	758	230	363	333	277	355	463	167	269	270	205	155	104	49^	216	119	
8.00P 30 ABC 6										B	11.6	22	1031	1627	274	211	85	780	246	406	387	320	323	464	167	280	263	220	148	135	82	248	153	
214 99 CS 9										C	12.1	22	1072	1664	280	218	93	784	257	424	406	327	305	461	170	278	263	216	146	139	84	280	176	
PRESIDENTIAL PORTRAIT TUE										A	13.7	22	1209	1530	331	247	63	871	291	473	430	384	342	449	157	245	216	190	181	92	45	118	65	
10.01P 1 CBS 13										B	12.8	21	1132	1560	307	236	74	818	246	441	423	383	323	513	171	288	274	241	187	96	45	134	76	
203 98 DO 74										C	13.0	21	1151	1581	319	239	73	845	239	439	425	399	347	530	163	290	279	259	203	92	46	114	69	
THU										A	14.4	23	1276	1570	331	254	66	878	286	449	414	364	380	494	169	265	237	207	205	77	34^	121	69	
9.30 - 10.00										A	12.9	20	1143	1485	331	240	59	863	296	499	449	407	299	398	144	222	192	171	154	110	58	114	62	
10.00 - 10.30										A	13.3	23	1178	1522	325	243	88	854	264	485	486	435	295	518	183	315	283	264	165	69	37^	81	49^	
ST. ELSEWHERE WED										B	13.3	23	1178	1522	325	243	88	854	264	485	486	435	295	518	183	315	283	264	165	69	37^	81	49^	
10.00P 60 NBC 1										C	13.5	23	1199	1507	332	267	115	838	309	530	506	401	247	512	205	341	318	236	139	81	50	75	41	
205 99 GD 18										A	13.3	22	1178	1562	326	245	87	859	268	488	485	429	300	526	185	324	291	273	165	86	45^	90	53^	
10.00 - 10.30										A	13.3	24	1178	1482	325	240	89	848	260	482	488	441	290	510	182	307	275	256	164	52^	30^	72	45^	
10.30 - 11.00										A	11.9	19	1054	1612	280	202	55^	798	206	380	374	354	360	582	149	279	268	278	262	96	29^	136	83	
SIMON & SIMON(R) THU										B	12.4	20	1096	1612	275	204	65	795	197	396	397	388	341	581	163	300	293	285	236	99	38	137	92	
9.00P 60 CBS 4										C	12.7	19	1122	1634	282	204	68	819	201	405	401	401	354	574	167	307	306	285	219	100	47	140	87	
207 99 PD 17										A	10.8	17	957	1609	262	188	55^	774	173	358	362	356	358	603	146	282	274	291	277	91	27^	141	85	
9.00 - 9.30										A	13.0	21	1152	1615	295	214	54^	818	233	399	383	353	362	564	151	276	262	267	250	100	31^	132	82	
9.30 - 10.00										A	19.4	36	1719	1548	259	177	41	773	137	311	311	355	415	700	170	313	329	319	324	33^	10^	41	18^	
60 MINUTES SUN										B	18.4	35	1633	1565	284	191	36	794	142	307	325	369	428	692	152	302	329	329	328	38	13^	41	20^	
7.00P 60 CBS 6										C	20.5	34	1819	1558	282	190	41	772	147	300	318	355	411	697	162	322	336	336	320	39	16	50	27	
212 99 DN 33										A	18.5	36	1639	1528	247	170	42	755	139	307	301	338	405	695	170	317	334	318	318	33^	10^	44	18^	
7.00 - 7.30										A	20.4	37	1807	1559	269	182	41	786	135	313	318	369	423	700	169	309	323	319	327	34^	10^	38	17^	
7.30 - 8.00																																		

## 28 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAYTIME #STNS					DUR	NET	CVG%	TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				LOH 18-49 W/CH <3	WOMEN					MEN					TEENS		CHILDREN						
														TOTAL	WORKING	WOMEN	PERS		18- 34	18- 49	25- 34	35- 44	45- 54	55- 64	18- 34	18- 49	25- 34	35- 44	45- 54	55- 64	TOT.	FEM.	TOT.	TOT.			
														(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																					
SMOTHERS BROS COMEDY HOUR WED 8.00P 60 CBS 5														A	10.3	18	913	1653	273	180	44^	794	135	324	359	388	407	621	133	317	356	342	243	77	26^	161	100
209 99 GV 5														B	9.9	16	877	1618	265	185	48	788	156	340	367	372	383	620	131	308	339	333	253	68	31^	142	93
8.00 - 8.30														C	9.9	16	877	1618	265	185	48	788	156	340	367	372	383	620	131	308	339	333	253	68	31^	142	93
8.30 - 9.00														A	9.6	17	851	1637	268	172	36^	800	130	318	358	391	414	614	123	303	350	339	243	74^	28^	149	90
														A	11.0	18	975	1667	277	186	52^	788	139	329	361	386	400	627	141	330	362	346	243	80	25^	172	110
SPENSER: FOR HIRE SAT 10.00P 60 ABC 6														A	9.6	18	851	1631	263	195	75^	760	187	381	396	406	316	627	156	336	364	359	237	86	39^	157	114
207 99 PD 13														B	9.5	18	843	1663	296	218	73	804	208	420	407	415	325	612	169	331	331	320	228	106	45	141	92
10.00 - 10.30														C	10.6	20	941	1687	305	233	80	798	215	434	418	409	311	631	179	354	361	333	219	116	55	143	96
10.30 - 11.00														A	9.1	17	806	1626	261	196	67^	759	186	372	393	399	321	610	153	321	349	344	238	86	40^	171	126
														A	10.1	19	895	1635	264	195	82	762	188	389	398	413	311	643	159	350	377	372	236	86	38^	144	103
SPORTSBREAK-SAT SAT 9.58P 1 CBS 6														A	8.4	16	744	1746	314	252	96	763	274	466	426	327	240	668	213	415	415	357	200	141	45^	174	103
205 97 SN 32														B	9.1	17	808	1720	303	241	94	755	246	453	443	366	237	687	230	431	435	347	200	127	51	151	93
														C	8.6	15	761	1692	300	229	73	786	225	419	413	373	306	660	207	382	387	329	222	108	45	139	84
SPORTSBREAK-SUN SUN 9.45P 1 CBS 6														A	31.0	45	2747	1791	396	305	79	913	304	543	511	439	298	690	226	414	409	347	217	92	31	96	58
211 99 SN 32														B	18.7	29	1654	1712	338	243	55	851	231	447	437	431	334	679	181	357	362	348	261	89	38	93	58
														C	17.5	27	1550	1667	343	248	61	874	226	451	447	442	354	618	158	317	320	325	248	84	40	90	56
SUPERSTARS AND THEIR MOMS(S) SUN 8.00P 60 ABC 5														A	9.1	15	806	1653	320	248	81	780	256	473	432	394	250	429	142	266	273	215	118	170	67^	274	225
214 99 GV 5														A	8.4	14	744	1654	292	220	76^	740	230	440	405	388	241	415	133	256	257	208	114	187	83^	312	255
8.00 - 8.30														A	9.8	15	868	1653	344	273	84	815	278	501	456	400	258	441	150	275	287	220	121	156	53^	241	199
8.30 - 9.00																																					
TOUR OF DUTY SAT 9.00P 60 CBS 5														A	8.3	15	735	1734	245	211	86^	650	227	410	361	299	198	689	233	461	463	367	172	162	53^	233	165
205 97 GD 7														B	8.8	16	781	1816	268	226	84	688	239	446	416	330	195	738	275	517	499	373	167	169	57	220	155
9.00 - 9.30														C	9.1	16	805	1824	266	223	81	679	243	439	404	319	194	754	297	539	516	369	162	172	55	219	150
9.30 - 10.00														A	7.7	14	682	1739	229	197	82^	645	208	398	353	310	202	691	232	465	471	371	164	168	58^	235	171
														A	8.9	16	789	1729	260	223	90	654	243	420	367	289	194	688	234	458	456	363	180	156	48^	231	160
TRACEY ULLMAN SHOW(R) SUN 10.00P 30 FOX 6														A	3.2	5	284	1479	226	205^	37^	554	297	440	316	206^	94^	468	231	363	314	213^	61^	212^	95^	244	196^
119 85 CS 9														B	3.2	5	285	1488	258	243	59^	577	301	435	329	205	129	562	309	461	363	230	80^	158	77^	191	133
														C	3.3	5	288	1459	248	228	62^	581	304	436	330	207	129	538	287	443	352	224	76^	158	76^	182	129
20/20 FRI 10.00P 60 ABC 6														A	10.8	19	957	1518	285	185	74	788	197	369	385	389	354	552	141	296	314	313	206	62^	34^	115	66
214 99 DN 31														B	12.0	22	1066	1553	299	209	76	805	201	406	429	416	334	540	142	302	320	298	188	85	48	123	78
10.00 - 10.30														C	12.6	23	1114	1600	299	220	82	803	227	431	435	399	306	601	177	346	359	304	199	87	43	110	71
10.30 - 11.00														A	10.8	19	957	1524	295	200	78	776	200	375	390	382	336	531	140	284	308	297	194	77	40^	140	83
														A	10.8	19	957	1511	275	170	70	799	194	364	379	395	373	573	143	308	320	330	218	48^	28^	91	49^
21 JUMP STREET SUN 7.00P 60 FOX 6														A	5.7	11	505	1677	379	305	116^	709	381	567	432	299	96^	533	310	426	302	212	78^	228	141	207	92^
133 87 OP 33														B	5.7	11	504	1729	346	292	107	694	362	527	419	284	122	564	328	460	345	216	77	213	123	257	161
CONT'D														C	5.6	9	494	1765	353	306	83	702	349	537	425	297	124	550	316	447	334	207	76	261	145	252	162

## PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
DAY	TIME	DUR	NET	OF	T/C	NO.	T/C	TYPE	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
													PERS	WOMEN		18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT.	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD. %	SH %	AVG. AUD. 0.000		WORKING WOMEN	18-49	WOMEN					MEN					TEENS			CHILDREN			TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	12-17	12-17	12-17	2-5								6-11	6-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C					HOUSEHOLD AUDIENCES AVG. AUD. SH. AVG. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEEN S MALE FEM. 12- 12 17 17			
								TOTAL PERS (2+)	WORKING WOMEN 18- 25- 18+ 49 54	W O M E N 15- 18- 18- 21- 21- 25- 24 TOTAL 34 49 49 54 54						M E N 15- 18- 18- 21- 21- 25- 24 TOTAL 34 49 49 54 54												
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	6.0	17	528	1374	236	155	165	64	689	178	345	332	383	341	66	595	195	348	322	373	356	28^	14^
MON FRI 11.30P 30 ABC 28					B	5.9	17	525	1382	263	191	196	63	716	190	368	353	405	367	63	569	186	331	304	356	335	25^	24^
212 98 N 121					C	5.5	16	487	1397	254	183	191	64	712	183	358	341	399	362	64	581	183	326	302	361	335	25^	22^
ABC NEWS:NIGHTLINE MON					A	4.3	17	381	1399	235	127^	153^	40^	675	150^	293	281	339	318	51^	651	173	335	298	374	368	18^	16^
MON 12.00M 37 ABC 1					B	4.3	17	381	1399	235	127^	153^	40^	675	150^	293	281	339	318	51^	651	173	335	298	374	368	18^	16^
211 98 N 3					C	4.6	20	407	1416	263	176	178	105	696	190	350	317	376	322	73^	600	182	333	301	370	345	30^	24^
12.00 - 12.30					A	4.5	18	399	1387	230	124^	150^	42^	671	150^	292	280	338	317	54^	645	172	337	299	373	366	18^	17^
12.30 - 1.00					A	3.5	16	310	1438	261	137^	169^	34^	688	149^	298	284	340	322	35^	672	175^	317	292	373	373	21^	12^
ABC NEWS:NIGHTLINE TUE					A	3.2	19	284	1242	258	144^	169^	44^	626	171^	312	301	360	327	55^	549	164^	303	285	366	355	28^	3^
TUE 12.00M 162 ABC 2					B	3.4	19	302	1253	259	155	174	42^	632	168	319	310	365	331	61^	553	170	313	294	372	357	30^	2^
214 98 N 7					C	4.4	20	389	1320	228	148	165	47^	643	159	321	307	365	337	70^	591	184	340	316	381	356	27^	12^
12.00 - 12.30					A	4.8	19	425	1308	248	156	171	44^	622	161	321	311	355	321	70^	618	204	360	328	387	373	30^	7^
12.30 - 1.00					A	3.7	18	328	1287	269	149^	166^	50^	643	165^	331	317	367	331	62^	572	175^	315	294	374	354	25^	4^
1.00 - 1.30					A	3.1	18	275	1227	270	150^	169^	50^	651	192^	325	310	375	340	40^	519	134^	283	269	356	355	25^	<<
1.30 - 2.00					A	2.6	19	230	1238	270^	130^	171^	43^	657	180^	322	305	383	356	44^	513	137^	275^	261^	355	354	29^	<<
2.00 - 2.30					A	2.1	18	186	1177	261^	136^	177^	35^	607	171^	273^	273^	346	311^	51^	500	140^	246^	246^	360	344	35^	<<
ABC NEWS:NIGHTLINE-WED					A	4.0	20	177	1166	239^	127^	171^	34^	578	181^	265^	265^	341^	306	59^	527	173^	291^	291^	384	362	31^	<<
WED 12.00M 46 ABC 1					B	4.4	18	390	1347	238	172	165	52^	680	144^	329	318	365	324	52^	590	200	332	315	374	361	31^	<<
213 98 N 5					C	4.3	18	382	1360	230	168	171	56^	657	141	312	295	339	309	49^	598	186	336	316	376	360	23^	19^
12.00 - 12.30					A	4.7	18	416	1331	233	166	162	50^	674	138^	325	316	366	326	52^	584	195	322	304	361	347	28^	<<
12.30 - 1.00					A	3.9	18	346	1360	246	183^	167^	56^	682	153^	330	319	358	314	51^	595	208	343	336	399	386	38^	<<
ABC NEWS:NIGHTLINE-THU					A	3.3	13	292	1330	202^	121^	145^	50^	666	102^	213^	213^	282	236	68^	593	228	370	323	376	370	20^	8^
THU 12.00M 31 ABC 1					B	3.3	13	292	1330	202^	121^	145^	50^	666	102^	213^	213^	282	236	68^	593	228	370	323	376	370	20^	8^
213 98 N 4					C	3.6	15	315	1399	232	163	175	46^	679	126	299	285	339	312	53^	657	215	358	330	397	381	15^	6^
12.00 - 12.30					A	3.3	13	292	1339	203^	122^	146^	51^	671	102^	215^	215^	284	237	68^	597	227	371	324	377	371	20^	8^
12.30 - 1.00					A	2.6	12	230	1333	199^	137^	147^	40^	647	99^	214^	214^	276	236^	80^	603	307	444	395	441	423	14^	14^
ABC NEWS:NIGHTLINE-FRI					A	4.3	14	381	1365	272	162^	159^	79^	699	191	361	339	361	317	57^	531	186	299	269	303	290	22^	13^
FRI 12.00M 30 ABC 1					B	4.3	14	381	1365	272	162^	159^	79^	699	191	361	339	361	317	57^	531	186	299	269	303	290	22^	13^
209 98 N 2					C	3.6	16	323	1256	277	162	190	61^	601	146	292	273	365	341	65^	574	190	300	291	358	308	8^	40^
ABC WEEKEND REPORT-SAT.					A	1.5	4	133	1159	224^	106^	148^	36^	612	146^	313^	301^	368^	368^	<<	440^	90^	191^	191^	294^	294^	<<	102^
SAT 11.30P 15 ABC 6					B	2.0	7	176	1423	313	236	230	102^	693	220	411	397	460	396	92^	548	241	350	310	374	338	27^	57^
138 74 N 31					C	2.0	6	181	1434	310	237	234	84^	720	203	400	379	439	393	76^	549	200	330	305	373	336	23^	43^
ABC WEEKEND REPORT-SUN.					A	2.2	8	195	1285	216^	167^	163^	98^	696	161^	362	362	418	338	61^	534	188^	293^	273^	342	300^	18^	34^
SUN 11.30P 15 ABC 6					B	2.2	9	193	1291	263	201	218	37^	653	169^	355	355	422	394	73^	562	232	388	360	425	385	13^	18^
148 81 N 31					C	2.1	9	189	1364	260	207	213	59^	647	175	354	344	409	373	69^	591	209	385	363	433	405	35^	25^
CAMPAGN '88: PENNSYLVANIA(S)					A	4.5	14	399	1272	304	215	222	62^	748	189	352	346	396	349	32^	412	104^	234	231	240	225	14^	16^
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		TEEN'S MALE FEM	
									TOTAL WORKING WOMEN				W O M E N						M E N									
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0.000	TOTAL PERS	18- 18+	25- 49	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17		
									(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17
LATE FRINGE CONT'D																												
CAMPAIGN '88: PENNSYLVANIA-CONT'D																												
TUE 11.30P 32 CBS																												
187 91 P																												
11.30 - 12.00					A	4.5	14	399	1290	308	218	226	62^	758	190	356	350	401	353	31^	419	105^	236	233	243	228	14^	16^
12.00 - 12.30					A	3.6	13	319	1246	307	212	219	79^	739	204	362	362	415	347	65^	367	108^	249	243	254	217	21^	21^
CBS LATE NIGHT I					A	3.5	13	308	1311	276	210	218	76^	707	210	394	376	434	394	73^	446	160	285	275	308	271	36^	34^
MON&WED 12.00M 65 CBS 28					B	3.6	14	318	1327	273	207	211	68^	701	209	397	377	424	389	92	495	190	324	301	341	295	39^	25^
167 83 FF 128					C	3.7	15	328	1374	281	216	222	80	743	216	408	381	434	397	75^	517	179	320	301	350	310	27^	27^
TUE 12.02A 70																												
THU 11.30P 66																												
FRI 11.30P 73																												
11.30 - 12.00					A	4.0	12	350	1376	261	204	214	58^	716	191	395	385	451	431	75^	468	151	292	287	317	280	46^	40^
12.00 - 12.30					A	3.5	13	311	1309	275	207	215	77^	704	206	385	368	428	387	73^	442	159	281	271	301	265	37^	36^
12.30 - 1.00					A	3.3	15	291	1298	289	221	226	84^	711	228	409	386	438	391	74^	448	169	292	276	316	277	31^	30^
1.00 - 1.30					A	2.7	15	240	1252	296	219	218	86^	731	222	405	385	423	370	63^	418	155	282	271	313	268	16^	23^
CBS LATE NIGHT II					A	2.5	14	220	1296	295	239	229	96^	702	241	411	386	440	393	73^	446	180	323	307	343	306	31^	36^

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## PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								TOTAL				W O M E N					M E N					T E E N S								
								PERS	WORKING	WOMEN														MALE	FEM.					
DAY	TIME	DUR	NET	NO. OF		AVG.	SH	AVG.																						
#STNS	CVG%	TYPE	T/C	%	%	0,000		(2+)	18+	49	54	15-	18-	18-	21	21	25	15	18-	18-	21-	21-	25-	12-	12-					
												24	TOTAL	34	49	49	54	24	TOTAL	34	49	49	54	54	17	17				
LATE FRINGE CONT'D																														
CBS NEWS NIGHTWATCH-3-CONT'D																														
	4.00 - 4.30				A	1.0	16	87	1044	260^	161^	172^	76v	676	201^	348^	330^	381^	338^	40v	284^	110^	162^	160^	229^	192^	<<	26v		
	4.30 - 5.00				A	0.9	17	83	1048	261^	159^	168^	74v	663	197^	350^	330^	377^	335^	35v	305^	112^	172^	168^	234^	203^	<<	21v		
	5.00 - 5.30				A	0.9	18	83	1050	254^	148^	157^	66v	632	191^	326^	307^	351^	313^	20v	355^	108^	157^	157^	219^	199^	<<	10v		
	5.30 - 6.00				A	0.9	15	76	948	280^	157^	189^	49v	565	124^	244^	244^	314^	273^	28v	342^	105v	135^	135^	158^	130^	<<	8v		
CBS SUNDAY NEWS																														
SUN	11.00P	15	CBS	6	A	3.4	6	301	1515	296	218	220	45v	771	200^	359	348	379	357	67^	647	195^	374	374	401	348	37v	20v		
	108	5B	N	32	B	3.1	6	270	1511	283	194	201	54^	792	142	357	343	390	360	52^	627	157	315	301	351	322	18v	21v		
					C	3.3	7	293	1467	291	210	216	54^	811	168	384	370	413	380	57^	563	133	283	269	312	283	26^	13v		
DAVID LETTERMAN I																														
MON-FRI	12.30A	30	NBC	30	A	3.5	11	308	1326	271	239	202	110	617	251	437	416	439	366	171	565	337	456	410	432	345	49^	27v		
	204	99	GV	154	B	3.7	18	328	1346	271	229	198	121	631	259	423	383	412	350	154	574	309	440	396	431	348	47^	31^		
					C	3.9	19	350	1387	284	241	210	123	664	285	447	403	440	380	161	590	331	462	408	439	356	45^	38^		
DAVID LETTERMAN II																														
MON-FRI	1.00A	30	NBC	30	A	2.7	16	241	1274	268	246	190	115^	593	242	434	416	430	353	184	545	343	452	402	420	327	56^	28v		
	204	99	GV	154	B	3.0	18	266	1325	270	232	191	128	613	265	420	381	402	332	170	576	336	454	408	441	348	52^	31^		
					C	3.2	20	287	1371	282	244	206	130	646	298	452	405	437	372	178	596	365	483	424	454	361	45^	37^		
FRIDAY NIGHT VIDEOS																														
FRI	1.30A	60	NBC	6	A	2.7	17	239	1274	292	267	207^	148^	564	335	456	419	446	363	254^	510	371	455	360	360	263^	95^	27v		
					B	2.8	17	244	1369	284	238	183	191	611	330	468	417	438	333	241	540	377	452	356	383	288	105^	57^		
G MICHAELS SPORTS MACHINE																														
SUN	11.31P	15	NBC	6	A	1.9	6	168	1472	191^	154^	135^	81v	518	203^	354^	343^	354^	285^	322^	830	555	718	620	653	527	101^	<<		
	79	54	SC	33	B	2.2	7	190	1447	258	219	201	91^	625	213	398	384	408	349	200	679	346	498	425	456	371	62^	40v		
					C	1.9	6	165	1488	281	234	233	92^	614	217	410	391	430	383	199	732	351	529	459	510	410	48^	43^		
LATE SHOW-FOX																														
MON-FRI	11.30P	60	FOX	30	A	1.3	4	113	1291	274^	259^	231^	124^	574	313	440	402	414	346	142^	487	295^	441	383	391	351	72v	39v		
	102	79	GV	154	B	1.2	4	104	1356	278	248	224^	121^	606	318	465	430	454	394	175^	551	366	485	398	423	364	60v	55v		
	11.30 - 12.00				C	1.5	4	136	1453	287	255	223	152^	643	340	488	436	471	404	186^	597	369	495	414	442	369	64^	58^		
	12.00 - 12.30				A	1.5	4	129	1272	255^	237^	216^	124^	561	300	426	383	401	331	145^	485	293	438	373	381	343	70^	35v		
					A	1.1	4	101	1269	289^	277^	242^	120^	570	319^	443	411	416	352	134^	473	287^	430	382	389	348	71v	42v		
SAT NIGHT'S MAIN EVENT-16(S)																														
SAT	11.30P	84	NBC	30	A	9.2	27	815	1690	199	179	161	145	557	234	412	380	401	345	175	683	320	535	484	513	455	168	90		
	200	99	CV																											
	11.30 - 12.00				A	10.0	26	886	1667	215	187	172	137	599	243	428	396	424	370	146	661	291	509	461	495	447	143	82		
	12.00 - 12.30				A	9.2	27	815	1693	181	169	146	150	533	224	401	368	383	328	192	685	330	544	491	519	459	183	96		
	12.30 - 1.00				A	8.3	27	735	1699	197	180	162	148	520	230	399	368	386	328	193	706	347	555	501	524	457	182	95		
TONIGHT SHOW																														
MON-FRI	11.30P	60	NBC	30	A	5.2	17	459	1374	259	207	199	88	695	206	395	379	420	365	101	540	238	360	334	374	324	41^	26^		
	202	99	GV	151	B	5.6	18	493	1370	267	209	206	90	701	214	401	373	419	375	97	534	211	338	316	355	304	42^	31^		
	11.30 - 12.00				C	6.1	20	538	1404	279	219	211	92	736	230	416	384	433	391	96	544	213	351	325	361	311	38^	33^		
	CONT'D				A	5.7	16	503	1395	266	210	209	86	705	205	402	387	433	381	93	548	227	354	331	375	328	41^	28^		

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## 40 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS			
DAY	TIME	DUR	NET	NO. OF	T/C	AVG.	SH	AVG.	TOTAL		WORKING WOMEN					W O M E N					M E N						MALE	FEM.					
						AUD.		AUD.			PERS	18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-						
#STNS	CVG%					%	%	0,000	(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17					
LATE FRINGE CONT'D										A	4.7	18	415	1349	250	203	187	89	682	207	386	369	404	347	112	531	252	368	338	373	318	41^	22^
TONIGHT SHOW-CONT'D																																	
12.00 - 12.30																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



## 47 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

## VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEEN S		CHILDREN		
								LOH	WORKING	W O M E N					M E N														
DAY	TIME	DUR	NET	NO OF	AVG. AUD.	SH %	AVG. AUD. 0,000	18-49	WOMEN														MALE	FEM.	MALE	FEM.	TOTAL		
	#STNS	CVG%	TYPE	T/C	%	%		W/CH	18-														12-	12-	2+	2+	6-		
								<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11		
MON-FRI EARLY MORNING																													
ABC WORLD NEWS-MORN-615A					A	1.7	16	152	56^	275	226	581	205^	406	402	321	135^	455	111^	307	322	311	117^	6^	9^	27^	11^	20^	
MON-FRI 6.15A 15 ABC 30					B	1.5	14	129	56^	273	222	609	197	392	402	338	164^	452	119^	286	312	288	120^	10^	16^	12^	14^	13^	
136 82 N 155					C	1.4	14	120	66^	274	221	626	169^	378	384	356	201^	486	143^	299	324	281	138^	18^	23^	12^	17^	13^	
ABC WORLD NEWS-MORN-645A					A	2.8	18	246	54^	294	232	607	236	404	400	281	176	463	117^	303	307	299	122^	21^	13^	29^	32^	33^	
MON-FRI 6.45A 15 ABC 30					B	2.4	16	212	61^	294	225	622	218	388	406	300	190	452	110^	274	297	290	129	22^	25^	22^	34^	33^	
184 92 N 155					C	2.2	15	196	67^	285	223	625	184	390	407	331	187	477	128^	268	299	281	148	36^	32^	21^	25^	31^	
BEFORE HOURS					A	0.7	8	60	61^	397^	323^	608	167^	398^	426^	354^	131^	421^	199^	280^	304^	194^	87^	69^	<<	<<	<<	<<	
MON-FRI 6.15A 15 NBC 30					B	0.7	9	65	55^	309^	229^	567	147^	322^	348^	342^	181^	430	187^	271^	260^	168^	117^	57^	11^	18^	19^	22^	
147 85 N 155					C	0.7	10	66	68^	306^	263^	613	165^	366^	366^	322^	209^	419	190^	259^	241^	142^	124^	36^	20^	15^	14^	19^	
CBS MORNING NEWS- 6:30AM					A	1.1	10	101	43^	240^	143^	529	113^	266^	316^	359	170^	475	90^	168^	247^	291^	212^	<<	<<	25^	28^	<<	
MON-FRI 6.30A 30 CBS 30					B	1.3	12	112	73^	234	144^	569	126^	306	340	377	181^	453	101^	213^	247	286	175^	13^	7^	21^	18^	22^	
149 86 N 160					C	1.2	12	111	60^	259	145^	600	136^	292	330	359	237	426	98^	194^	206^	238	188^	20^	11^	27^	17^	27^	
CBS THIS MORNING-1					A	2.3	11	202	40^	195	142^	677	107^	291	306	337	338	484	70^	193	202	235	264	10^	5^	19^	19^	13^	
MON-FRI 7.30A 30 CBS 30					B	2.3	11	200	48^	198	129	658	108^	281	302	347	329	443	80^	201	205	222	222	14^	10^	18^	17^	14^	
202 98 N 110					C	2.2	11	198	45^	190	128^	655	115^	269	286	314	342	444	79^	201	206	218	217	20^	8^	21^	19^	25^	
CBS THIS MORNING-2					A	2.4	11	216	42^	115^	77^	694	96^	205	209	291	456	442	82^	159	154^	168	263	3^	<<	27^	32^	22^	
MON-FRI 7.02 98 N 154					A	4.4	21	388	43^	131	81^	682	107^	219	227	304	429	413	100^	172	168	175	223	10^	8^	25^	26^	26^	
GOOD MORNING, AMERICA-730					B	4.3	20	377	40^	145	88^	706	117^	231	250	311	429	401	70^	154	156	168	223	10^	8^	25^	26^	26^	
MON-FRI 7.30A 30 ABC 30					C	4.3	21	377	47^	244	176	705	188	370	391	349	283	418	106	203	218	209	181	9^	7^	22^	30^	32^	
216 99 N 154									57^	242	183	710	165	378	397	372	281	424	100	196	215	220	189	15^	7^	22^	24^	28^	
GOOD MORNING, AMERICA-830					A	4.4	20	386	52^	160	120	721	147	313	345	366	360	385	73^	177	198	208	176	<<	2^	31^	30^	41^	
MON-FRI 8.30A 30 ABC 30					B	4.2	19	370	65^	190	150	749	175	356	381	377	342	359	77	160	172	190	165	7^	8^	27^	33^	35^	
215 99 N 155					C	4.4	20	392	71	199	156	758	160	358	379	392	344	371	70	150	170	199	180	10^	8^	23^	26^	23^	
NBC NEWS AT SUNRISE					A	2.1	21	183	46^	341	246	659	124^	379	403	437	213	471	124^	240	261	263	182^	37^	31^	15^	34^	26^	
MON-FRI 6.00A 30 NBC 30					B	2.0	20	178	41^	308	221	632	118^	346	379	412	219	499	128^	251	272	268	196	28^	25^	13^	26^	24^	
199 98 N 155					C	2.0	20	176	64^	306	246	644	146	372	394	371	216	492	124^	231	251	244	212	23^	32^	14^	16^	21^	
TODAY SHOW-7.30AM					A	4.5	21	397	33^	237	172	695	108	343	362	414	309	442	75^	188	195	234	230	8^	9^	21^	22^	23^	
MON-FRI 7.30A 30 NBC 30					B	4.6	22	406	46^	214	154	693	120	318	337	389	329	467	96	211	221	241	222	11^	6^	23^	21^	26^	
205 99 N 155					C	4.6	22	409	52^	217	158	684	128	322	344	370	316	475	106	221	227	232	227	16^	10^	23^	19^	27^	
TODAY SHOW-8.30AM					A	4.3	20	385	47^	191	147	768	119	325	339	403	403	360	65^	131	144	169	201	5^	2^	26^	12^	13^	
MON-FRI 8.30A 30 NBC 30					B	4.4	20	394	44^	180	139	754	115	304	323	393	403	388	78	162	166	190	199	8^	6^	25^	16^	17^	
205 99 N 155					C	4.8	21	422	55^	169	131	729	119	306	327	375	381	420	90	186	186	198	213	10^	8^	20^	17^	17^	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								LOH			W O M E N						M E N		T E E N S			C H I L D R E N						
								18-49	WORKING	18-49	15	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.			
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	n/ch	18-	18-	15	18-	18-	25-	25-	35-	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-		
#STNS	CVG%	TYPE	T/C			%	%		<3	18+	49	24	TOTAL	34	49	49	54	64	55+	17	17	17	11	11	5	11		
MONDAY-FRIDAY DAYTIME																												
ABC AFTERSCHOOL SPECIAL(S,R)					A	5.0	15	443	124^	241	215	191	762	345	516	410	443	290	213	222	75^	24^	119^	92^	73^	64^	62^	75^
WED 4.00P 60 ABC																												
166 79 FV																												
TEEN FATHER					A	4.8	16	425	120^	229	210	203	737	346	519	404	438	282	184	232	69^	23^	123^	91^	62^	63^	53^	71^
4.00 - 4.30					A	5.2	15	461	127^	252	220	180	785	344	512	415	448	297	240	212	81^	26^	115^	93^	84^	64^	70^	78^
4.30 - 5.00																												
ALL MY CHILDREN					A	6.8	25	599	158	220	199	133	843	371	596	481	530	365	198	235	60	12^	28^	29^	38^	72	75	36^
MON-FRI 1.00P 60 ABC					B	7.0	25	617	146	237	211	147	856	378	589	470	523	366	214	234	63	16^	46	37^	44	62	61	45
219 99 DD 153					C	7.6	25	673	146	242	213	147	855	383	579	455	506	346	225	265	75	15^	40	31^	56	55	74	37^
1.00 - 1.30					A	6.4	24	567	160	222	205	130	838	373	602	489	534	361	191	236	59^	13^	28^	30^	39^	69	73	35^
1.30 - 2.00					A	7.1	26	626	158	219	196	136	854	372	596	477	530	372	206	237	62	12^	27^	28^	38^	76	77	37^
AMERICAN TREASURY					A	4.0	14	354	89^	211	161	87^	896	197	393	334	376	367	461	256	112	13^	47^	35^	42^	33^	42^	33^
M-F 3.58P 1 CBS					B	4.7	16	415	98	192	153	133	882	221	409	316	360	370	430	247	123	20^	64	49^	35^	54^	37^	52^
195 92 DD 92					C	4.7	15	417	93	188	134	127	879	236	423	330	382	374	403	281	129	25^	53^	47^	35^	51^	38^	48^
ANOTHER WORLD					A	4.5	17	399	90	167	151	124	847	254	455	352	414	382	330	210	104	17^	41^	36^	31^	43^	55^	19^
MON-FRI 2.00P 60 NBC					B	4.6	17	411	83	172	150	150	861	266	457	340	402	374	342	236	96	23^	59^	50^	43^	67	64	46^
2.00 - 2.30					C	5.1	17	448	84	198	171	152	869	277	469	347	406	371	342	277	107	22^	59	44^	29^	48^	46^	30^
2.30 - 3.00					A	4.5	17	400	92	176	160	121	865	263	466	366	425	378	340	212	106	17^	37^	35^	34^	47^	61^	20^
					A	4.4	16	392	89	160	143	130	841	248	451	343	409	391	324	211	103	17^	46^	37^	29^	39^	50^	18^
AS THE WORLD TURNS					A	6.2	23	551	105	164	130	88	916	231	420	347	384	351	459	253	130	9^	21^	17^	36^	37^	49^	25^
MON-FRI 2.00P 60 CBS					B	6.4	24	569	106	158	126	99	901	216	394	313	354	352	466	263	135	14^	31^	23^	34^	47	47	33^
209 99 DD 155					C	6.6	22	584	94	168	122	112	912	229	419	325	383	386	435	273	123	18^	29^	29^	36^	46	47	35^
2.00 - 2.30					A	6.1	23	544	105	164	131	81	920	231	421	350	389	355	460	255	133	8^	13^	11^	36^	37^	50^	24^
2.30 - 3.00					A	6.4	24	563	105	162	127	94	904	229	415	341	377	344	454	248	127	9^	28^	23^	36^	36^	47^	25^
BOLD AND THE BEAUTIFUL					A	4.9	18	432	105	151	122	75^	900	212	393	321	361	352	468	284	136	10^	5^	5^	43^	44^	62^	25^
MON-FRI 1.30P 30 CBS					B	5.2	19	463	100	158	127	84	882	201	369	295	339	355	469	278	124	17^	23^	15^	40^	47^	53^	33^
197 93 DD 153					C	5.3	18	471	91	184	139	101	895	225	417	327	380	392	425	289	121	18^	21^	21^	41^	49^	51^	38^
CLASSIC CONCENTRATION					A	3.2	15	280	75^	130	84^	59^	827	151	313	268	340	378	442	295	146	16^	27^	24^	42^	53^	65^	30^
MON-FRI 10.30A 30 NBC					B	3.4	16	302	80^	123	84^	67^	791	144	310	258	327	364	413	287	121	26^	30^	29^	59^	72^	76^	56^
143 78 QG 151					C	3.6	15	318	85	148	111	79^	805	182	350	286	354	344	386	329	148	23^	28^	24^	49^	66^	70^	45^
DAYS OF OUR LIVES					A	5.9	22	525	89	164	149	161	855	277	466	342	394	353	338	214	94	27^	63^	58^	31^	47^	56^	21^
MON-FRI 1.00P 60 NBC					B	6.3	22	556	91	166	145	185	854	284	470	336	399	355	321	238	89	34^	82	74	39^	72	61	49
205 99 DD 153					C	7.0	23	618	92	190	161	177	856	293	489	358	421	366	304	272	102	27^	76	62	34^	50	51	34^
1.00 - 1.30					A	5.6	21	500	79	168	152	153	857	268	453	335	388	356	351	216	90	29^	60^	57^	29^	49^	55^	22^
1.30 - 2.00					A	6.2	23	548	98	160	146	168	856	286	479	350	400	351	327	213	98	26^	66	58^	32^	46^	57^	21^
GENERAL HOSPITAL					A	7.0	25	624	137	207	177	151	854	384	543	423	474	315	260	226	86	20^	52^	41^	49^	72	69	52^
MON-FRI 3.00P 60 ABC					B	7.4	26	655	119	219	184	156	852	356	527	408	462	338	271	227	86	24^	65	50	43	65	56	52
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
								18-49 W/CH	18- 18+		49	15- 24	18- 34	18- 49	25- 34	25- 54	35- 64	35- 55+	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 5- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
MONDAY-FRIDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
									LOH WORKING			WOMEN						MEN		TEENS			CHILDREN				
									18-49	WOMEN		15-		18	18	25-	25	35-		12-	12-	15-	2-	2-	2-	6-	
DAY	TIME	DUR	NET	OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	W/CH	18-49	15-	18	18	25-	25	35-	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-		
MONDAY-FRIDAY DAYTIME CONT'D																											
ONE LIFE TO LIVE-CONT'D																											
2.00 - 2.30																											
2.30 3.00																											
PRICE IS RIGHT 1																											
MON-FRI 11.00A 30 CBS 30																											
210 99 AP 154																											
PRICE IS RIGHT 2																											
MON-FRI 11.30A 30 CBS 30																											
210 99 AP 156																											
RYAN'S HOPE																											
MON-FRI 12.00N 30 ABC 30																											
164 81 DD 153																											
SALE OF THE CENTURY																											
MON-FRI 10.00A 30 NBC 30																											
146 78 QG 151																											
SANTA BARBARA																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD.	SH %	AVG. AUD. 0,000		LOH WORKING 18-49 WOMEN			W O M E N						M E N		T E E N S			C H I L D R E N								
											W/CH	18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.						
#STNS	CV6%	TYPE					%	%		<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6				
MONDAY-FRIDAY DAYTIME CONT'D																																	
WIN, LOSE OR DRAW-CONT'D																																	
183 87 QG 166										C	4.2	17	372	93	170	136	99	795	210	385	307	365	340	353	319	128	27^	38^	33^	51^	74	80	46^
YOUNG AND THE RESTLESS										A	7.0	28	617	114	158	133	103	901	239	434	337	372	359	432	268	132	14^	9^	16^	48^	63	83	28^
MON-FRI 12.30P 60 CBS 30										B	7.6	29	670	120	173	147	114	878	252	444	345	383	357	396	268	125	15^	27^	24^	48	70	79	39
211 99 DD 156										C	8.0	29	709	110	197	161	126	875	275	460	349	398	361	366	281	125	17^	27^	25^	44	65	73	36
12.30 1.00										A	6.8	28	604	116	154	131	98	888	231	424	331	366	357	429	279	138	15^	7^	15^	52^	63	85	29^
1.00 - 1.30										A	7.2	28	634	111	160	135	107	905	244	439	340	374	357	432	255	126	14^	10^	17^	44^	62	80	27^

APR. 25-MAY 1, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOT. PERS.	WOMEN		MEN		TEEN S					CHILDREN									
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000		15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.		
	#STNS	CVG%	TYPE	T/C					(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	
WEEKEND DAYTIME CHILDREN																													
ABC WEEKEND SPECIALS						A	1.8	7	159	1290	114^	356^	213^	125^	354^	195^	68v	127^	89v	106^	385^	146^	238^	145^	239^	105^	135^	144^	95^
SAT	1.00P	30	ABC	4	B	2.2	8	195	1533	135^	409	286	117^	280	193	115^	78^	86^	107^	451	263	188	166	286	182	104^	126^	160	
	141	74	CA	13	C	2.2	7	198	1427	146	465	335	108^	311	197	99^	98^	110^	87^	454	259	195	180	274	164	1.0^	124^	151	
HERE COME THE LITTLES, PT.2																													
AFL-SAT MORN						A	5.1	18	452	1517	144	367	301	84^	208	286	127^	159	159	127^	656	262	394	276	380	145	235	196	184
SAT	10.00A	30	NBC	6	B	5.6	20	495	1445	131	350	272	82	205	239	109	130	157	82	652	314	338	268	384	187	196	194	190	
	208	99	CA	25	C	6.1	21	539	1488	136	365	303	87	230	225	108	117	144	81	669	337	331	270	398	210	188	199	199	
ALL NEW POUND PUPPIES						A	3.2	15	284	1340	78^	293	226	61^	241	145^	53v	92^	68^	77^	661	319	342	314	347	171^	176^	191^	156^
SAT	8.30A	30	ABC	6	B	3.0	14	263	1299	51^	256	196	50^	175	137	55^	82^	98^	39^	724	352	372	287	437	217	219	236	201	
	203	97	CA	14	C	3.1	14	274	1367	64^	260	208	45^	184	144	64^	79^	99	45^	779	392	388	304	475	250	226	254	221	
ALVIN AND THE CHIPMUNKS						A	5.4	19	478	1501	154	330	288	62^	196	312	106^	206	186	127^	663	255	409	273	391	124^	266	212	178
SAT	10.30A	30	NBC	6	B	5.8	20	509	1454	144	345	278	73	177	270	105	166	175	95	661	281	380	260	401	164	237	204	197	
	205	94	CA	34	C	6.3	21	554	1514	153	366	309	85	215	235	93	142	147	88	698	321	376	296	402	188	214	204	198	
ANIMAL CRACK-JPS						A	3.1	11	275	1238	104^	473	300	93^	278	209^	81^	127^	138^	70^	278	146^	132^	116^	163^	97^	66^	99^	64^
SAT	12.00N	30	ABC	6	B	3.5	13	312	1383	117	433	310	97^	322	201	96^	105^	120	81^	427	241	187	166	261	162	99^	131	130	
	182	82	CL	26	C	3.6	12	316	1511	134	452	338	108	362	207	88	119	128	79^	490	265	225	191	299	164	135	144	155	
THE DANNY & TIMMY SHOW						A	4.8	17	425	1452	134^	397	288	138^	344	214	118^	96^	111^	103^	497	267	230	220	277	157	120^	179	98^
SAT	11.00A	30	ABC	6	B	4.8	17	422	1443	118	369	281	123	333	201	112	89	121	80	540	293	247	240	300	176	124	178	122	
	204	91	CA	14	C	4.9	17	437	1481	133	388	302	119	323	209	117	92	121	88	561	318	244	250	311	176	136	186	125	
DENNIS THE MENACE						A	3.4	13	301	1480	75^	300	252	71^	201^	184^	100^	84^	159^	25v	795	452	343	445	350	212	138^	167^	183^
SAT	11.30A	30	CBS	6	B	3.4	12	303	1495	97^	317	219	76^	243	218	110^	103^	159	59^	718	373	345	303	415	227	188	193	222	
	183	90	CA	18	C	3.6	12	321	1559	123	358	259	87	259	223	109	114	139	84	720	400	319	327	393	233	160	191	202	
FLINTSTONE KIDS						A	3.9	14	346	1437	157^	413	335	123^	251	215	109^	106^	112^	103^	557	280	276	250	307	146^	161^	183^	124^
SAT	11.30A	30	ABC	6	B	4.0	14	350	1456	138	384	301	100	276	191	90^	102	103	88^	605	315	289	276	329	185	143	193	136	
	194	87	CA	13	C	4.0	14	356	1508	139	412	323	102	291	195	88	106	114	81	610	318	292	273	337	172	165	193	144	
FOOFUR						A	2.6	10	230	1422	156^	444	374	106^	153^	201^	105^	95^	98^	103^	624	217	307	307	317	151^	166^	121^	196^
SAT	12.00N	30	NBC	6	B	3.2	12	285	1482	149	392	297	108^	229	238	96^	142	150	89^	623	352	371	272	351	134	217	201	150	
	131	66	CA	32	C	3.4	12	299	1496	156	400	323	106	246	245	103	142	145	100	604	294	310	273	331	156	175	173	158	
FRAGGLE ROCK						A	3.6	13	319	1599	179^	373	325	108^	229	277	76^	201	131^	146^	720	268	452	363	356	104^	252	191^	166^
SAT	11.00A	30	NBC	6	B	4.5	16	399	1495	159	387	299	78^	179	256	89	166	152	103	674	286	388	306	368	154	214	191	177	
	177	82	CA	6	C	4.5	16	399	1495	159	387	299	78^	179	256	89	166	152	103	674	286	388	306	368	154	214	191	177	
GALAXY HIGH SCHOOL						A	3.1	11	275	1544	105^	325	213^	134^	324	273	141^	133^	190^	84^	621	390	231	211^	410	283	127^	217^	193^
SAT	12.30P	30	CBS	5	B	3.2	12	284	1539	121	380	256	98^	276	227	125	101^	154	72^	656	348	308	244	412	222	190	214	199	
	143	67	CA	14	C	3.0	10	269	1593	150	407	295	115	290	253	130	123	149	104	643	354	290	262	382	221	161	181	201	
GUMMI BEARS						A	3.6	22	319	1287	94^	331	248	58^	203	97^	46v	51v	54^	43v	656	377	280	197^	459	287	172^	240	218
SAT	8.00A	30	NBC	6	B	3.7	23	329	1301	74^	311	231	60^	186	143	77^	66^	97^	47^	660	355	305	213	447	247	200	228	219	
	200	97	CA	6	C	3.7	23	329	1301	74^	311	231	60^	186	143	77^	66^	97^	47^	660	355	305	213	447	247	200	228	219	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

## 54 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOT. PERS.	WOMEN		MEN		TEEN S					CHILDREN										
										15-17	18-24	25-34	35-44	TOT.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
DAY	TIME	DUR	NET	OF		AVG. AUD. %	SH. %	AVG. AUD. 0,000	(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	
WEEKEND DAYTIME CHILDREN CONT'D																													
HELLO KITTY						A	2.3	14	204	1252	54^	281^	203^	5^	249^	34^	20^	14^	34^	<<	688	268^	421	283^	405	165^	240^	247^	157^
SAT 8.00A						B	2.2	13	196	1192	51^	268	171	38^	232	46^	16^	30^	29^	17^	646	310	336	233	413	194	219	248	165
202 96 CA 33						C	2.1	13	184	1285	55^	291	196	40^	238	80^	49^	32^	49^	32^	676	345	331	228	448	236	212	271	177
I'M TELLING						A	1.9	7	168	1546	131^	420	316^	141^	267^	195^	120^	75^	103^	93^	664	259^	405	275^	389	171^	218^	177^	212^
SAT 12.30P						B	2.3	8	207	1537	148^	427	304	107^	260	238	97^	140^	158^	80^	613	247	365	211	401	158^	243	192	209
111 55 CA 32						C	2.6	9	231	1506	145	424	314	105^	249	259	98^	161	167	92^	575	281	293	213	362	179	183	178	184
LITTLE CLOWNS-HAPPYTOWN						A	2.0	12	177	1274	110^	352^	250^	74^	300^	152^	52^	100^	77^	74^	471	233^	238^	225^	246^	124^	122^	144^	102^
SAT 8.00A						B	1.8	11	159	1192	67^	312	228	46^	221	115^	44^	71^	66^	49^	545	264	281	223	322	166^	156^	182^	140^
198 96 CA 14						C	2.0	12	176	1280	62^	305	235	50^	225	110^	56^	54^	60^	50^	641	330	311	229	412	219	193	210	202
LITTLE WIZARDS						A	3.9	15	346	1337	86^	331	240	81^	243	127^	61^	65^	64^	63^	636	325	311	298	338	167^	171^	191	147^
SAT 9.30A						B	3.7	14	329	1429	65^	321	247	76^	247	139	68^	71^	93^	46^	723	429	293	331	391	241	150	224	167
205 97 CA 14						C	3.8	14	340	1457	78^	303	235	73^	233	156	78^	78	99	57^	765	444	321	335	430	254	176	238	193
MIGHTY MOUSE						A	4.2	15	372	1442	72^	258	209	56^	234	102^	40^	62^	72^	30^	849	432	417	440	409	184	225	260	149^
SAT 10.30A						B	4.0	14	357	1413	83^	308	226	60^	230	121	67^	54^	79^	42^	755	369	386	355	400	191	209	254	146
201 97 CA 30						C	4.3	15	377	1498	91	334	260	59^	238	131	72	59^	88	43^	794	428	366	386	409	224	185	249	160
MUPPET BABIES I						A	3.8	18	337	1312	44^	242	187^	37^	198	87^	60^	27^	63^	24^	786	376	410	303	483	243	239	310	172^
MUPPET BABIES II						A	5.2	21	461	1345	55^	237	173	27^	206	95^	47^	48^	67^	27^	808	397	411	342	466	230	236	301	165
SAT 9.00A						B	4.7	19	416	1381	61^	264	193	38^	183	90	40^	51^	57^	33^	844	416	428	325	519	252	266	320	199
207 97 CA 33						C	4.7	19	412	1439	55^	257	193	37^	173	103	55^	48^	72	30^	907	477	430	351	556	297	259	336	220
MUPPET BABIES III						A	5.8	22	514	1351	69^	250	185	39^	164	122^	56^	66^	86^	36^	814	404	411	348	466	235	231	283	183
SAT 9.30A						B	5.3	20	473	1396	59^	266	201	37^	166	95	48^	47^	70^	26^	869	435	434	345	524	260	264	318	206
205 97 CA 33						C	5.1	19	451	1475	62	268	210	41^	179	109	58	50^	76	33^	919	491	427	374	545	293	252	329	216
MY PET MONSTER						A	3.7	15	328	1299	69^	297	229	50^	206	129^	52^	77^	76^	53^	667	334	333	313	354	188^	166^	167^	187^
SAT 9.00A						B	3.9	15	344	1344	51^	261	206	54^	177	145	64^	81^	109	36^	760	394	367	300	461	244	217	243	218
207 98 CA 32						C	3.5	15	313	1445	68^	268	223	56^	192	160	78^	82	112	48^	826	427	398	309	516	281	235	265	251
NEW ARCHIES						A	3.5	15	310	1592	173^	380	344	129^	266	247	83^	165^	124^	124^	699	337	362	352	347	191^	157^	164^	183^
SAT 11.30A						B	4.3	16	378	1472	159	371	287	94	198	256	99	157	159	97	646	288	358	269	377	165	212	199	179
161 83 CA 32						C	4.5	15	395	1506	171	372	309	98	209	266	113	154	156	110	658	311	347	287	370	182	188	182	188
PEE WEE'S PLAYHOUSE						A	5.9	21	523	1402	64^	263	214	46^	172	88^	44^	44^	61^	27^	879	398	481	420	459	200	259	277	182
SAT 10.00A						B	5.9	21	524	1401	66	284	221	43^	193	97	44^	53^	68	29^	827	372	455	365	463	200	263	292	170
210 99 CA 33						C	6.1	21	543	1517	86	303	246	48	217	121	50	72	82	40^	876	442	434	398	479	235	243	295	184
POPEYE & SON						A	4.1	15	363	1463	106^	264	234	62^	133^	225	119^	106^	170^	55^	841	458	383	410	431	225	206	184	248
SAT 11.00A						B	3.9	14	346	1480	90^	293	208	62^	190	213	121	93^	158	55^	783	407	376	322	461	239	221	223	238
194 93 CA 30						C	4.0	14	355	1537	107	334	253	77	228	196	101	95	126	70^	779	435	344	346	433	248	186	227	206
REAL GHOSTBUSTERS I						A	4.8	17	425	1382	125^	326	228	113^	272	239	119^	120^	129^	110^	544	323	222	222	322	203	120^	181	141^
CONT'D																													

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 56 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N											
										15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.			
DAY	TIME	DLR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0.000	(2+)	15- 24	TOTAL	18- 49	15- 24	TOTAL	17	17	17	14	17	2- 11	2- 11	2- 11	2- 5	6- 11	6- 11	6- 11	6- 8	9- 11		
WEEKEND DAYTIME CHILDREN CONT'D																														
REAL GHOSTBUSTERS I-CONT'D																														
SAT	10 30A	30	ABC	6	B	4.5	16	399	1461	97	324	256	93	273	177	95	82^	115	62^	687	439	248	299	388	268	120	221	167		
	208	96	CA	12	C	4.7	16	413	1494	97	319	256	97	257	201	112	89	129	72	718	450	268	299	419	279	140	233	186		
REAL GHOSTBUSTERS II																														
SAT	10 30A	30	ABC	6	A	5.2	19	461	1469	130^	344	252	144	285	246	141	105^	112^	134^	594	313	281	234	360	211	148	204	156		
	208	96	CA	12	B	5.1	18	452	1495	114	338	269	112	285	275	113	92	127	77	667	392	276	288	379	249	130	221	158		
					C	5.4	18	478	1521	116	336	274	119	279	225	127	98	139	86	682	421	261	289	393	257	136	217	176		
SMURFS I																														
SAT	8 30A	30	NBC	6	A	4.2	20	372	1254	103^	352	269	37^	158^	96^	38^	59^	69^	27^	648	321	327	269	380	206	173	211	168^		
	205	99	CA	34	B	4.7	23	415	1313	83	342	263	58^	190	135	68^	67^	92	43^	646	352	295	238	408	225	183	225	183		
					C	4.4	22	387	1386	79	327	267	53^	207	156	79	78	106	50^	696	376	320	280	416	232	185	219	197		
SMURFS II																														
SAT	9 00A	30	NBC	6	A	5.0	20	443	1342	130^	388	322	28^	171	138^	43^	95^	101^	37^	645	295	350	268	377	194	183	224	153		
	205	99	CA	34	B	5.6	23	499	1336	111	364	285	54^	199	144	65^	79	93	51^	629	332	297	250	379	204	175	213	166		
					C	5.6	23	493	1401	104	350	290	65	225	165	78	87	108	56	661	355	306	280	381	213	169	205	177		
SMURFS III																														
SAT	9 30A	30	NBC	6	A	5.7	22	505	1445	149	402	338	66^	221	198	71^	127	128	69^	625	253	372	256	369	159	210	206	163		
	205	99	CA	34	B	6.2	23	545	1393	127	370	293	62	199	186	77	109	119	67	638	315	324	249	389	195	193	206	183		
					C	6.3	24	558	1438	122	361	306	77	227	190	89	101	121	68	660	340	320	277	383	203	180	203	180		
TEEN WOLF																														
					A	3.4	13	301	1462	137^	321	243	105^	245	205^	138^	67^	122^	84^	690	376	315	286	404	247	157^	197^	208^		
SAT	12 00N	30	ABC	6	B	3.2	10	285	1494	138	339	237	84^	242	231	125	106^	153	78^	681	344	337	285	397	202	195	190	207		
	209	87		15	C	3.2	10	284	1594	154	486	292	102	276	249	128	121	141	100	693	361	328	302	397	219	169	183	204		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEEN S			CHD TOT.
													TOT. WORK. PERS ING WOM.		W O M E N				M E N										TOT. MALE							
DAY	TIME	DUR	NET	NO OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	18	25-	TOTAL	18-	18-	18	21-	21-	25-	25-	35-	12-	12-	2-												
#STNS	CVG%	TYPE																																		
WEEKEND DAYTIME SPORTS																																				
ABC WIDE WORLD-SPORTS SAT										A	3.6	11	319	1315	219	575	203	569	247	657	44v	122^	279	644	266	350	234	318	390	294	26v	12v	57^			
SAT 4.30P 90 ABC 6										B	4.5	13	399	1425	197	572	265	556	264	665	72^	174	340	637	312	392	269	349	351	245	73^	43^	115			
216 99 SA 15										C	5.8	15	510	1472	202	587	279	575	284	669	65	200	369	643	343	412	304	373	333	231	87	49^	129			
4.30 - 5.00										A	3.1	10	275	1352	248	595	172^	594	246	672	30v	109^	256	672	256	327	226^	297	408	344	51v	25v	35v			
5.00 - 5.30										A	3.7	11	328	1314	212	572	203	561	238	675	50v	122^	294	658	276	365	244	332	413	293	10v	7v	57^			
5.30 - 6.00										A	3.9	11	346	1321	207	578	232	570	263	644	52^	134^	290	626	271	362	238	329	364	264	21v	8v	78^			
AT&T TENNIS CHALLENGE(S)										A	2.1	6	186	1442	255^	671	284^	660	303^	671	49v	146^	324^	655	308^	352	275^	318^	340^	303^	63v	46v	38v			
SUN 4.02P 128 ABC																																				
191 90 SE																																				
4.00 - 4.30										A	3.2	9	284	1390	177^	540	201^	537	228	773	49v	204^	386	746	359	414	337	392	338	332	36v	28v	41v			
4.30 - 5.00										A	1.9	5	168	1505	285^	711	294^	711	315^	684	63v	186^	340^	666	322^	366^	277^	320^	315^	300^	90v	59v	21v			
5.00 - 5.30										A	1.4	4	124	1414	339^	753	363^	723	381^	517	38v	77v	253^	512^	248^	276^	216^	243^	351^	235^	117v	90v	27v			
5.30 - 6.00										A	1.8	5	159	1493	327^	793	378^	769	385^	600	31v	61v	269^	599	268^	300^	238^	271^	381^	298^	48v	41v	51v			
6.00 - 6.30										A	2.6	6	230	1431	180^	650	226^	650	244^	688	74^	148^	305	672	288	339	231^	282	308	332	41v	21v	51v			
CBS SPORTS SAT SP ED(S)										A	2.5	9	222	1412	208^	574	308	501	240^	388	58v	134^	217^	362	191^	226^	159^	194^	194^	136^	156^	71v	294			
SAT 2.30P 60 CBS																																				
'02 98 SE																																				
NCAA MEN'S GYMNASTIC CHAMPS										A	2.4	9	213	1418	225^	579	326	500	248^	372	48v	118^	225^	349	202^	240^	177^	215^	213^	109^	139^	63v	328			
2.30 - 3.00										A	2.6	9	230	1406	193^	569	293	502	233^	403	68v	148^	209^	374	181^	214^	142^	175^	175^	160^	171^	79^	263^			
3.00 - 3.30																																				
IND. INSURANCE GOLF-SAT.(S)										A	2.0	7	177	1330	136^	562	108^	562	120^	645	53v	188^	272^	612	240^	290^	220^	270^	218^	322^	48v	35v	74v			
SAT 1.30P 90 ABC																																				
183 90 SE																																				
1.30 - 2.00										A	1.8	7	159	1354	168^	549	150^	549	155^	605	61v	235^	295^	569	259^	280^	233^	254^	194^	290^	49v	37v	151^			
2.00 - 2.30										A	1.9	7	168	1280	108^	539	69v	539	80v	653	56v	175^	249^	628	223^	289^	193^	259^	207^	338^	33v	25v	55v			
2.30 - 3.00										A	2.1	7	186	1482	148^	648	117^	648	138^	734	48v	178^	301^	694	261^	328^	253^	320^	270^	366	67v	47v	34v			
IND. INSURANCE GOLF-SUN.(S)										A	2.3	7	204	1402	148^	532	154^	529	173^	798	65v	178^	280^	764	246^	319	215^	289^	335	445	24v	18v	48v			
SUN 1.30P 152 ABC																																				
195 94 SE																																				
1.30 - 2.00										A	1.8	6	159	1484	139^	570	189^	560	198^	719	109^	213^	263^	652	197^	299^	155^	258^	269^	353^	71v	44v	124^			
2.00 - 2.30										A	1.9	6	168	1427	98v	561	131^	561	154^	786	96v	193^	249^	730	193^	261^	153^	220^	287^	469	22v	22v	59v			
2.30 - 3.00										A	2.3	7	204	1366	127^	520	115^	520	166^	818	64v	164^	254^	781	217^	279^	190^	253^	347	501	13v	9v	16v			
3.00 - 3.30										A	2.4	7	213	1343	163^	486	159^	481	165^	835	43v	173^	300	817	283^	344	258^	319	348	473	<<	<<	18v			
3.30 - 4.00										A	3.0	9	266	1421	192^	539	174^	537	184^	816	40v	167^	312	802	298	378	272	352	388	424	22v	21v	43v			
4.00 - 4.30										A	3.3	10	292	1480	162^	577	174^	570	183^	827	33v	170^	348	807	329	394	315	380	374	414	23v	23v	53v			
LEGENDS OF GOLF-SAT(S)										A	3.2	10	284	1303	101^	502	145^	493	149^	670	12v	153^	219^	664	213^	247	207^	242	239	417	32v	18v	99^			
SAT 4.25P 95 NBC																																				
CONT'D																																				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 60 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEEN S TOT. MALE			CHD TOT.
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ENG WOM.	W O M E N				M E N															
DAY	TIME	DUR	NET	NO. OF T/C					(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12- 17	12- 17	2- 11	
WEEKEND DAYTIME SPORTS CONT'D																													
LEGENDS OF GOLF-SAT(S)-CONT'D																													
	4.00 - 4.30		188 96 SE		A	3.7	12	328	1255	81^	391	118^	389	156^	724	41v	198	274	699	248	320	233	304	252	379	49v	39v	90^	
	4.30 - 5.00				A	3.4	11	301	1258	88^	445	130^	437	142^	674	5v	169^	223	669	218	248	218	248	198^	421	30v	19v	108^	
	5.00 - 5.30				A	3.1	9	275	1332	115^	530	187^	515	181^	653	<<	138^	207^	653	207^	233	207^	233	249	420	43v	28v	106^	
	5.30 - 6.00				A	3.0	9	266	1343	107^	562	126^	556	124^	676	26v	142^	218^	666	207^	247	191^	232^	273	418	20v	4v	84^	
LEGENDS OF GOLF-SUN(S)					A	3.7	9	328	1384	147^	583	192^	568	174^	706	55^	183^	319	692	305	356	263	315	278	336	34v	23v	60^	
SUN	4.00P 187 201 99 SE		NBC																										
	4.00 - 4.30				A	2.1	6	186	1430	123^	668	252^	624	172^	496	72v	161^	283^	489	276^	313^	211^	248^	189^	176^	64v	44v	202^	
	4.30 - 5.00				A	2.7	8	239	1398	149^	595	204^	577	152^	674	68v	185^	298	666	290	327	230^	267	215^	339	33v	18v	96^	
	5.00 - 5.30				A	3.2	9	284	1380	153^	583	198^	569	162^	726	49v	166^	281	725	280	335	232	287	259	390	44v	32v	27v	
	5.30 - 6.00				A	3.7	10	328	1452	165^	610	199	598	183^	768	57^	180^	321	762	315	377	264	327	328	384	44v	29v	29v	
	6.00 - 6.30				A	4.6	11	408	1352	156	571	199	559	180	725	48^	191	338	716	329	382	290	342	292	334	17v	13v	40v	
	6.30 - 7.00				A	5.0	11	443	1352	154	555	180	546	184	741	47^	193	356	720	335	380	309	355	303	339	22v	18v	35v	
	7.00 - 7.30				A	5.3	11	470	1436	155	652	206	643	230	683	40^	158	305	660	282	335	265	317	297	325	37^	22v	64^	
NBA PLAYOFF GAME SAT																													
SAT	1.00P 154 208 99 SE		CBS		A	4.3	13	381	1358	122^	381	186	367	177	749	101^	315	488	695	434	480	387	433	312	215	119^	86^	109^	
					B	4.3	13	381	1358	122^	381	186	367	177	749	101^	315	488	695	434	480	387	433	312	215	119^	86^	109^	
					C	4.3	13	381	1358	122^	381	186	367	177	749	101^	315	488	695	434	480	387	433	312	215	119^	86^	109^	
HOUSTON VS DALLAS																													
	3.30 - 4.00				A	3.0	10	266	1372	159^	395	217^	376	197^	680	90^	290	416	641	377	418	326	367	268	223^	146^	94^	151^	
	4.00 - 4.30				A	3.4	11	301	1313	151^	423	229	396	199^	661	86^	295	420	627	387	424	334	371	244	204^	98^	70^	131^	
	4.30 - 5.00				A	4.1	13	363	1359	134^	375	192	361	187	727	118^	301	489	666	427	481	370	424	322	185	159^	117^	98^	
	5.00 - 5.30				A	5.0	15	443	1299	102^	342	157	333	149	759	98^	306	505	698	444	494	407	457	327	204	111^	84^	87^	
	5.30 - 6.00				A	5.8	17	514	1414	95^	375	165	368	168	840	108^	358	553	776	489	535	445	490	350	242	100^	72^	99^	
	6.00 - 6.30				A	5.6	15	496	1508	141	489	195	479	197	800	92^	324	490	745	436	475	399	438	347	270	102^	69^	117^	
NBA PLAYOFF GAME-1																													
SUN	1.00P 150 207 99 SE		CBS		A	5.9	19	523	1346	136	415	219	377	178	738	111^	321	511	688	461	500	400	440	301	187	95^	73^	97^	
					B	5.9	19	523	1346	136	415	219	377	178	738	111^	321	511	688	461	500	400	440	301	187	95^	73^	97^	
					C	5.9	19	523	1346	136	415	219	377	178	738	111^	321	511	688	461	500	400	440	301	187	95^	73^	97^	
NY KNICKS VS BOSTON CELTICS																													
	1.00 - 1.30				A	4.7	17	416	1380	130^	425	187	405	176	706	78^	300	484	678	457	492	406	441	284	187	120^	74^	129^	
	1.30 - 2.00				A	6.2	21	549	1310	120	398	190	362	157	717	91^	298	479	676	437	477	388	428	288	199	82^	58^	114^	
	2.00 - 2.30				A	6.1	20	540	1329	136	406	223	367	184	725	113^	344	514	672	460	492	401	432	260	180	96^	76^	101^	
	2.30 - 3.00				A	6.4	20	567	1317	130	402	230	361	177	755	126	322	530	697	472	517	405	450	333	180	74^	61^	86^	
	3.00 - 3.30				A	6.2	19	549	1381	160	441	254	392	191	768	137	330	535	702	468	514	398	443	329	188	108^	97^	64^	
NBA PLAYOFF GAME-2																													
SUN	3.30P 150 CONT'D		CBS		A	6.8	19	602	1410	140	414	227	376	171	752	141	368	552	691	492	526	411	445	288	166	140	103^	104^	
					B	6.8	19	602	1410	140	414	227	376	171	752	141	368	552	691	492	526	411	445	288	166	140	103^	104^	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 62 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N										T E E N S		C H D
DAY	TIME	DUR	NET	NO. OF	T/C	TOT. COM.	18+	18-	25					18	18-	18-	21-	21-	25-	25-	35-	TOT. MALE	12-	12-								
#STNS	CVG%	TYPE				(2+)																										
WEEKEND DAYTIME SPORTS CONT'D																																
NBA PLAYOFF GAME-2-CONT'D																																
207 99 SE 1 C 6.8 19 602 1410 140 414 227 376 171 752 141 368 552 691 492 526 411 445 288 166 140 103^ 104^																																
CLEVLND VS CHICAG/SEATL VS DENVR																																
3.30 4.00 A 5.9 18 523 1390 137 409 240 365 187 751 129 332 545 704 498 535 417 454 310 169 148 126 82^																																
4.00 - 4.30 A 6.2 18 549 1384 123 373 203 344 161 735 140 335 525 679 469 512 385 429 303 166 182 126 94^																																
4.30 - 5.00 A 6.4 18 567 1393 133 400 219 360 156 718 152 355 541 655 478 508 389 419 276 147 164 115 112^																																
5.00 5.30 A 7.1 19 629 1447 159 436 245 395 187 784 165 424 597 707 520 554 432 465 270 154 118 87^ 109																																
5.30 - 6.00 A 8.2 21 727 1457 148 450 232 412 170 782 126 388 560 723 501 531 434 463 293 192 107 74^ 119																																
NBC MAJOR LEAGUE PRE GAME																																
SAT 1.00P 18 NBC 4 A 3.3 12 292 1205 135^ 327 196^ 327 171^ 552 113^ 268 384 512 345 361 272 289 180^ 151^ 107^ 89^ 219																																
200 99 SC 4 B 3.9 14 341 1320 160 407 223 393 200 570 85^ 234 369 537 336 357 285 306 192 180 122 86^ 220																																
200 99 SC 4 C 3.9 14 341 1320 160 407 223 393 200 570 85^ 234 369 537 336 357 285 306 192 180 122 86^ 220																																
NBC MAJOR LEAGUE BASEBALL																																
SAT 1.18P 184 NBC 4 A 4.6 16 408 1262 109^ 329 154^ 321 152^ 720 73^ 240 386 700 366 410 314 358 298 290 83^ 74^ 130^																																
203 99 SE 4 B 5.7 19 507 1336 136 419 183 408 167 700 62 214 363 677 339 387 300 348 281 290 87 66 130																																
203 99 SE 4 C 5.7 19 507 1336 136 419 183 408 167 700 62 214 363 677 339 387 300 348 281 290 87 66 130																																
OAKLAND VS CLEVELAND																																
CALIFORNIA VS TORONTO																																
1.00 - 1.30 A 3.7 14 328 1207 107^ 273 149^ 257 119^ 671 143^ 297 461 608 398 420 317 339 240 188^ 98^ 95^ 166^																																
1.30 - 2.00 A 4.1 15 363 1279 97^ 274 130^ 274 119^ 704 131^ 312 446 653 396 419 316 338 231 235 125^ 120^ 175																																
2.00 - 2.30 A 4.7 17 416 1304 101^ 325 158 320 148^ 721 79^ 261 402 701 382 421 323 362 283 279 101^ 95^ 157																																
2.30 - 3.00 A 4.8 17 425 1242 114^ 345 173 333 165 724 54^ 227 392 720 388 427 338 377 316 293 78^ 59^ 96^																																
3.00 - 3.30 A 4.7 16 416 1272 122^ 353 171 343 167 749 44^ 223 375 741 367 423 331 386 328 318 70^ 64^ 100^																																
3.30 - 4.00 A 4.8 16 425 1291 118^ 351 159 345 177 746 60^ 207 362 733 349 408 302 361 335 325 67^ 58^ 127^																																
4.00 - 4.30 A 4.6 15 408 1296 109^ 372 145^ 362 162 741 54^ 213 335 721 315 376 282 342 328 345 51^ 45^ 133^																																
PRO BOWLERS TOUR																																
SAT 3.00P 90 ABC 6 A 4.2 14 372 1456 184 647 186 647 238 668 41^ 112^ 256 653 241 306 215 280 331 347 74^ 42^ 68^																																
203 95 SE 16 B 4.2 13 375 1440 174 615 231 605 240 634 46^ 134 283 615 264 329 237 301 317 286 57^ 36^ 135																																
203 95 SE 16 C 4.4 12 388 1463 165 636 237 626 245 638 37^ 134 290 621 274 337 254 316 315 285 58^ 34^ 131																																
3.00 - 3.30 A 3.7 13 328 1511 158^ 621 160^ 620 197 721 53^ 123^ 288 695 262 330 235 303 335 365 87^ 53^ 82^																																
3.30 - 4.00 A 4.4 14 390 1423 179 651 179 651 232 635 40^ 106^ 235 624 224 289 194 259 312 335 74^ 39^ 64^																																
4.00 - 4.30 A 4.4 14 390 1477 216 680 219 680 285 672 33^ 110^ 256 663 246 310 223 287 354 352 64^ 35^ 61^																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 64 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT. 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING		W O M E N						M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
									(2+)	18+	TOTAL	18-34	18-49	25-21+	25-49	35-54	35-64	35-55+	TOTAL	18-34	18-49	21-21+	25-49	25-49	35-54		35-64	35-55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.5	54.3	55.5	56.1	55.8	58.0	58.6	61.0	62.4	63.9	64.1	63.7	62.1	61.4	60.5	58.4

**ABC TV**

AVERAGE AUDIENCE (Hhlds (000) & %)	f
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

MACGYVER (R)				GENERAL FOODS SHOWCASE LITTLE GIRL LOST (PAE)			
10,190			16,830				
11.5	10.7 *		12.3 *	19.0	16.1 *	18.5 *	20.5 *
20	19 *		21 *	31	25 *	29 *	33 *
10.5	10.9	11.8	12.7	15.6	16.7	18.0	18.9
							20.3
							20.8
							21.0
							20.5

## CBS TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

KATE & ALLIE (R)	DESIGNING WOMEN (R)	NEWHART (R)	EISENHOWER & LUIZ (P&E)	CAGNEY & LACEY (R)
10,100	10,370	11,250	9,300	8,510
11.4	11.7	12.7	10.5	9.6
20	20	20	16	16
11.2	11.3	12.3	10.7	9.7
	12.0	13.2	10.3	9.5
				9.6 *
				9.6 *
				9.6 *

**NBC TV**

AVERAGE AUDIENCE	{
(Hhds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

ALF (R)		VALERIE'S FAMILY (R)		← UNSOLVED MYSTERIES (R)		→ NBC NEWS SPECIAL:STRESS	
13.730		12.850		11.700		9.040	
15.5		14.5		13.2	12.9 *	13.4 *	10.2
27		24		21	20 *	21 *	17 *
14.9	16.2	14.0	15.0	12.8	13.0	13.3	10.4
					13.6		9.9
							10.0
							10.8
							10.9

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

	1990	1991	1992	1993	1994	1995	1996
INCL. SUPERSTATIONS	13.3	13.1	12.0	13.4	19.4	21	20
AVERAGE AUDIENCE	25	23	21	22	21	21	18
SHARE AUDIENCE %							

## SUPERSTATIONS

	3.3	3.0	3.8	4.5	4.8	4.8	7	5
AVERAGE AUDIENCE	6	5	7	8	7	8		
SHARE AUDIENCE %								

**PBS**

	1963	1964	1965	1966	1967	1968	1969
AVERAGE AUDIENCE	1.6	2.1	2.4	1.9	4	5	5
SHARE AUDIENCE %	3	4	4	5	4	5	5

**CABLE ORIG.**

AVERAGE AUDIENCE	5.3	6.2	6.9	7.1	7.2	7.3	7.4	7.5	7.6	7.7	7.8	7.9	8.0	8.1	8.2	8.3	8.4	8.5	8.6	8.7	8.8	8.9	9.0	9.1	9.2	9.3	9.4	9.5	9.6	9.7	9.8	9.9	10.0	
SHARE AUDIENCE %	10	11	11	12	12	13	13	14	14	15	15	16	16	17	17	18	18	19	19	20	20	21	21	22	22	23	23	24	24	25	25	26	26	27

## PAY SERVICES

PROGRAM	1967-68		1968-69		1969-70		1970-71		1971-72		1972-73		1973-74		1974-75		1975-76		1976-77		1977-78		1978-79		1979-80		1980-81		1981-82		1982-83		1983-84		1984-85		1985-86		1986-87		1987-88		1988-89		1989-90		1990-91		1991-92		1992-93		1993-94		1994-95		1995-96		1996-97		1997-98		1998-99		1999-00		2000-01		2001-02		2002-03		2003-04		2004-05		2005-06		2006-07		2007-08		2008-09		2009-10		2010-11		2011-12		2012-13		2013-14		2014-15		2015-16		2016-17		2017-18		2018-19		2019-20		2020-21		2021-22		2022-23		2023-24		2024-25		2025-26		2026-27		2027-28		2028-29		2029-30		2030-31		2031-32		2032-33		2033-34		2034-35		2035-36		2036-37		2037-38		2038-39		2039-40		2040-41		2041-42		2042-43		2043-44		2044-45		2045-46		2046-47		2047-48		2048-49		2049-50		2050-51		2051-52		2052-53		2053-54		2054-55		2055-56		2056-57		2057-58		2058-59		2059-60		2060-61		2061-62		2062-63		2063-64		2064-65		2065-66		2066-67		2067-68		2068-69		2069-70		2070-71		2071-72		2072-73		2073-74		2074-75		2075-76		2076-77		2077-78		2078-79		2079-80		2080-81		2081-82		2082-83		2083-84		2084-85		2085-86		2086-87		2087-88		2088-89		2089-90		2090-91		2091-92		2092-93		2093-94		2094-95		2095-96		2096-97		2097-98		2098-99		2099-00		2100-01		2101-02		2102-03		2103-04		2104-05		2105-06		2106-07		2107-08		2108-09		2109-10		2110-11		2111-12		2112-13		2113-14		2114-15		2115-16		2116-17		2117-18		2118-19		2119-20		2120-21		2121-22		2122-23		2123-24		2124-25		2125-26		2126-27		2127-28		2128-29		2129-30		2130-31		2131-32		2132-33		2133-34		2134-35		2135-36		2136-37		2137-38		2138-39		2139-40		2140-41		2141-42		2142-43		2143-44		2144-45		2145-46		2146-47		2147-48		2148-49		2149-50		2150-51		2151-52		2152-53		2153-54		2154-55		2155-56		2156-57		2157-58		2158-59		2159-60		2160-61		2161-62		2162-63		2163-64		2164-65		2165-66		2166-67		2167-68		2168-69		2169-70		2170-71		2171-72		2172-73		2173-74		2174-75		2175-76		2176-77		2177-78		2178-79		2179-80		2180-81		2181-82		2182-83		2183-84		2184-85		2185-86		2186-87		2187-88		2188-89		2189-90		2190-91		2191-92		2192-93		2193-94		2194-95		2195-96		2196-97		2197-98		2198-99		2199-00		2200-01		2201-02		2202-03		2203-04		2204-05		2205-06		2206-07		2207-08		2208-09		2209-10		2210-11		2211-12		2212-13		2213-14		2214-15		2215-16		2216-17		2217-18		2218-19		2219-20		2220-21		2221-22		2222-23		2223-24		2224-25		2225-26		2226-27		2227-28		2228-29		2229-30		2230-31		2231-32		2232-33		2233-34		2234-35		2235-36		2236-37		2237-38		2238-39		2239-40		2240-41		2241-42		2242-43		2243-44		2244-45		2245-46		2246-47		2247-48		2248-49		2249-50		2250-51		2251-52		2252-53		2253-54		2254-55		2255-56		2256-57		2257-58		2258-59		2259-60		2260-61		2261-62		2262-63		2263-64		2264-65		2265-66		2266-67		2267-68		2268-69		2269-70		2270-71		2271-72		2272-73		2273-74		2274-75		2275-76		2276-77		2277-78		2278-79		2279-80		2280-81		2281-82		2282-83		2283-84		2284-85		2285-86		2286-87		2287-88		2288-89		2289-90		2290-91		2291-92		2292-93		2293-94		2294-95		2295-96		2296-97		2297-98		2298-99		2299-00		2300-01		2301-02		2302-03		2303-04		2304-05		2305-06		2306-07		2307-08		2308-09		2309-10		2310-11		2311-12		2312-13		2313-14		2314-15		2315-16		2316-17		2317-18		2318-19		2319-20		2320-21		2321-22		2322-23		2323-24		2324-25		2325-26		2326-27		2327-28		2328-29		2329-30		2330-31		2331-32		2332-33		2333-34		2334-35		2335-36		2336-37		2337-38		2338-39		2339-40		2340-41		2341-42		2342-43		2343-44		2344-45		2345-46		2346-47		2347-48		2348-49		2349-50		2350-51		2351-52		2352-53		2353-54		2354-55		2355-56		2356-57		2357-58		2358-59		2359-60		2360-61		2361-62		2362-63		2363-64		2364-65		2365-66		2366-67		2367-68		2368-69		2369-70		2370-71		2371-72		2372-73		2373-74		2374-75		2375-76		2376-77		2377-78		2378-79		2379-80		2380-81		2381-82		2382-83		2383-84		2384-85		2385-86		2386-87		2387-88		2388-89		2389-90		2390-91		2391-92		2392-93		2393-94		2394-95		2395-96		2396-97		2397-98		2398-99		2399-00		2400-01		2401-02		2402-03		2403-04		2404-05		2405-06		2406-07		2407-08		2408-09		2409-10		2410-11		2411-12		2412-13		2413-14		2414-15		2415-16		2416-17		2417-18		2418-19		2419-20		2420-21		2421-22		2422-23		2423-24		2424-25		2425-26		2426-27		2427-28		2428-29		2429-30		2430-31		2431-32		2432-33		2433-34		2434-35		2435-36		2436-37		2437-38		2438-39		2439-40		2440-41		2441-42		2442-43		2443-44		2444-45		2445-46		2446-47		2447-48		2448-49		2449-50		2450-51		2451-52		2452-53		2453-54		2454-55		2455-56		2456-57		2457-58		2458-59		2459-60		2460-61		2461-62		2462-63		2463-64		2464-65		2465-66		2466-67		2467-68		2468-69		2469-70		2470-71		2471-72		2472-73		2473-74		2474-75		2475-76		2476-77		2477-78		2478-79		2479-80		2480-81		2481-82		2482-83		2483-84		2484-85		2485-86		2486-87		2487-88		2488-89		2489-90		2490-91		2491-92		2492-93		2493-94		2494-95		2495-96		2496-97		2497-98		2498-99		2499-00		2500-01		2501-02		2502-03		2503-04		2504-05		2505-06		2506-07		2507-08		2508-09		2509-10		2510-11		2511-12		2512-13		2513-14		2514-15		2515-16		2516-17		2517-18		2518-19		2519-20		2520-21		2521-2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U.S. TV HOUSEHOLDS: 88,800,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.26, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.9	52.3	53.1	55.6	56.0	58.8	61.3	63.4	64.4	64.8	65.9	64.9	62.8	61.5	59.2	56.9

## ABC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GROWING  
SPRINGS  
SPECIAL  
(PAE)

JUST THE TEN  
OF US

CHINA BEACH SPECIAL  
(PAE)

18,860	17,900	18,300														
18.8	20.2	18.4	18.9 *			18.7 *		18.3 *		17.9 *						
33	32	29	29 *			29 *		29 *		31 *						
18.0	19.6	20.0	20.4	18.8	19.0	18.8	18.5	18.5	18.1	18.1	17.6					

## CBS TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HOUSTON KNIGHTS

CBS TUESDAY MOVIE  
SHARING RICHARD  
(PAE)

5,670				10,900												
6.4	6.1 *		6.8 *	12.3	10.6 *		12.0 *	13.4 *		13.2 *						
11	11 *		11 *	20	16 *		18 *	22 *		23 *						
6.1	6.1	6.6	6.9	10.0	11.2	11.9	12.1	13.2	13.6	13.4	12.9					

## NBC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

MATLOCK  
(R)(PAE)

CRIME STORY

12,490							8,860									
14.1	12.9 *		14.1 *		14.9 *		14.4 *	10.0	10.1 *	10.0 *						
23	22 *		23 *		23 *		22 *	17	16 *	17 *						
12.5	13.3	13.9	14.3	14.9	14.9	15.3	13.5	10.4	9.8	9.8	10.1					

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.3	13.9	12.5	13.7	13.6	13.8	13.9	11.7
SHARE AUDIENCE %	28	26	22	22	21	21	22	20

## SUPERSTATIONS

AVERAGE AUDIENCE	4.2	3.5	3.7	3.8	4.0	4.1	4.4	3.5
SHARE AUDIENCE %	8	6	6	6	6	6	7	6

## PBS

AVERAGE AUDIENCE	1.0	1.5	1.8	2.1	2.4	2.4	1.8	1.6
SHARE AUDIENCE %	2	3	3	3	4	4	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	5.5	6.2	6.0	6.8	7.1	6.6	6.1	5.3
SHARE AUDIENCE %	11	11	10	11	11	10	10	9

## PAY SERVICES

AVERAGE AUDIENCE	1.1	1.4	2.0	2.1	2.3	2.2	2.5	2.4
SHARE AUDIENCE %	2	3	3	3	4	3	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.4	53.6	55.3	56.2	56.2	57.9	59.2	60.4	59.9	60.7	61.2	61.5	59.6	59.0	57.2	55.1

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GROWING PAINS (R)	HEAD OF THE CLASS (R)	HOOPERMAN (R)	JUST IN TIME (PAE)	CHINA BEACH (R)
14,000	14,350	11,870	10,540	13,290
15.8	16.2	13.4	11.9	15.0
28	27	22	19	26
15.2	16.3	16.5	11.8	14.9

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

<SMOTHERS BROS COMEDY HOUR>	JAKE AND THE FATMAN (R)(PAE)	EQUALIZER (R)
9,130	11,160	9,210
10.3	12.6	10.4
18	21	18
9.8	11.7	10.5

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

AARON S WAY	HIGHWAY TO HEAVEN	ST. ELSEWHERE
11,080	12,230	11,780
12.5	13.8	13.3
21	23	23
11.5	12.3	13.4

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

15.1	14.7	13.2	14.0	15.1	15.6	13.9	12.4
28	26	23	23	25	25	23	22

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.9	3.3	3.0	3.2	3.2	3.4	3.4	3.0
7	6	5	5	5	6	6	5

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	1.8	2.2	1.5	1.3	1.0	0.9	0.6
3	3	4	3	2	2	2	1

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.2	5.7	5.5	5.6	6.5	6.3	6.2	5.7
10	10	10	9	11	10	10	10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4	2.9	3.0	3.1	3.6	4.0	4.4	3.4
5	5	5	5	6	7	7	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.8	52.3	53.1	54.7	55.3	57.3	58.2	59.7	61.2	63.0	62.3	62.5	61.9	61.4	59.8	57.5

← MAX HEADROOM → HOTEL (PAE) → BUCK JAMES →

## ABC TV

AVERAGE AUDIENCE {  
(Hhids (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

4,160				8,110				8,110								
4.7	5.0 *			4.4 *	6.9	5.8 *		8.0 *	6.9	6.8 *					7.0 *	
8	9 *			7 *	11	9 *		13 *	11	11 *					12 *	
5.5	4.4	4.4		4.3	5.4	6.2	7.5	8.4	6.7	6.9	7.0				7.1	

← 48 HOURS ILLEGAL DRUGS → SIMON & SIMON (R)(PAE) → KNOTS LANDING →

## CBS TV

AVERAGE AUDIENCE {  
(Hhids (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

9,750				10,540				14,180								
11.0	10.3 *			11.8 *	11.9	10.8 *		13.0 *	16.0	15.6 *					16.3 *	
19	18 *			20 *	19	17 *		21 *	27	25 *					28 *	
10.0	10.5	11.7		11.9	10.7	10.9	12.5	13.6	15.5	15.8	16.3				16.3	

## NBC TV

AVERAGE AUDIENCE {  
(Hhids (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW	A DIFFERENT WORLD	CHEERS	DAYS & NIGHTS - MOLLY DODD	L.A. LAW
20,560	20,110	20,910	14,620	16,130
23.2	22.7	23.6	16.5	18.2
41	38	38	26	30
21.7	24.7	22.3	23.9	18.5

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.2	13.9	12.2	13.6	14.7	16.2	14.9	12.5
SHARE AUDIENCE %	28	26	22	23	24	26	24	21

## SUPERSTATIONS

AVERAGE AUDIENCE	3.7	3.3	2.9	3.2	3.4	4.3	4.0	3.4
SHARE AUDIENCE %	7	6	5	5	5	7	6	6

## PBS

AVERAGE AUDIENCE	1.6	2.4	3.0	2.8	3.0	2.8	2.1	1.7
SHARE AUDIENCE %	3	4	5	5	5	4	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	5.3	6.2	5.8	7.2	7.1	7.9	6.3	5.2
SHARE AUDIENCE %	10	12	10	12	11	13	10	9

## PAY SERVICES

AVERAGE AUDIENCE	1.2	1.5	1.5	1.5	3.1	4.1	3.8	3.1
SHARE AUDIENCE %	2	3	3	3	5	7	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.8	49.5	50.1	51.5	50.9	51.9	53.4	55.2	57.0	58.5	58.5	58.4	56.3	56.5	56.6	55.4

**ABC TV**

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

PERFECT STRANGERS	FULL HOUSE	MR. BELVEDERE	FAMILY MAN (PAE)	20/20			
10,280	10,370	10,190	7,970	9,570			
11.6	11.7	11.5	9.0	10.8	10.8 *		10.8 *
23	22	20	15	19	19 *		19 *
11.3	11.9	11.6	11.7	10.7	10.9	11.0	10.5

**CBS TV**

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

BEAUTY & THE BEAST (R)	DALLAS (PAE)	FALCON CREST			
8,330	13,820	11,430			
9.4	8.6 *	10.2 *	15.6	14.8 *	16.4 *
18	17 *	19 *	27	26 *	28 *
8.5	8.8	9.6	10.8	14.2	15.4
			16.5	16.3	12.9
				12.8	13.1
					12.9

**NBC TV**

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

DOWN & OUT-DONALD DUCK (R)	HIGHWAYMAN	MIAMI VICE			
7,620	7,890	11,780			
8.6	8.3 *	8.9 *	8.9	8.4 *	9.5 *
16	16 *	15	15 *	16 *	16 *
8.4	8.2	8.7	9.1	8.2	8.6
				9.1	9.9
					12.3
					13.2
					13.7
					14.1

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

13.5	13.6	13.4	14.6	15.4	16.0	13.9	13.0
27	27	28	27	27	27	25	29

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.4	3.5	3.3	4.2	4.6	4.8	4.4	3.7
7	7	7	8	8	8	8	7

**FBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	1.9	2.6	2.3	2.0	1.9	1.3	1.2
3	4	5	4	3	3	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.2	6.4	7.4	7.2	6.9	7.0	6.5	5.6
11	13	14	13	12	12	12	10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.2	2.3	2.8	3.3	3.6	3.2	3.3	3.3
4	5	5	6	6	5	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	40.8	41.9	43.3	44.7	48.2	49.9	51.3	52.8	54.3	55.5	54.8	55.1	54.1	54.2	53.9	52.7	48.7	45.5

← DOLLY → CHABA (PAE) → SPENSER: FOR HIRE →

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

7,090				6,200				8,510										
8.0	7.6 *			8.3 *	7.0	6.7 *		7.4	9.8	9.1 *						10.1 *		
16	15 *			18	13	12 *		13	18	17 *						19 *		
7.7	7.6	8.1		8.5	6.8	6.6	7.2	7.6	8.8	9.4	10.0	10.2						

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← HIGH MOUNTAIN RANGERS (R) → TOUR OF DUTY (PAE) → WEST 57TH →

6,560				7,350				7,710										
7.4	7.0 *			7.8 *	8.3	7.7 *		8.9	8.7	8.8 *						8.5 *		
15	14 *			15	15	14 *		16	16	16 *						18 *		
7.0	7.1	7.7		7.9	7.4	8.1	8.9	8.9	9.1	8.5	8.9	8.2						

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE 227 GOLDEN GIRLS AMEN → HUNTER →

10,900		13,020		18,160		15,680		14,350										
12.3		14.7		20.5		17.7		16.2	16.1 *							16.4 *		
25		28		37		32		30	30 *							31 *		
11.3	13.4	13.8	15.7	20.1	20.9	17.5	17.9	16.0	16.2	16.5	16.2							

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	12.6	13.5	11.4	11.3	11.1	11.5	11.5	9.9	9.4
SHARE AUDIENCE %	31	31	23	22	20	21	21	19	20

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.7	3.9	2.8	2.5	2.7	2.8	3.5	2.5	1.9
SHARE AUDIENCE %	9	9	6	5	5	5	6	5	4

**PBS**

AVERAGE AUDIENCE	1.8	2.3	2.4	2.5	2.0	2.1	2.1	2.2	1.7
SHARE AUDIENCE %	4	5	5	5	4	4	4	4	4

**CABLE ORIG.**

AVERAGE AUDIENCE	6.8	7.4	7.3	7.0	6.2	6.6	6.9	6.2	5.4
SHARE AUDIENCE %	16	17	15	13	11	12	13	12	11

**PAY SERVICES**

AVERAGE AUDIENCE	2.7	2.8	3.8	4.2	4.8	4.5	4.1	4.2	4.1
SHARE AUDIENCE %	7	6	8	8	9	8	8	8	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	40.6	37.9	35.3	33.4	31.1	28.7	25.7	23.1	20.7	18.8	16.8	15.2	13.3	12.4

**ABC TV**

(1)

AVERAGE AUDIENCE	{	1,330
(Hhids (000) & %)	{	1.5
SHARE AUDIENCE	%	4
AVG. AUD. BY 1/4 HR	%	1.5

**CBS TV**

AVERAGE AUDIENCE	{	
(Hhids (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

**NBC TV**SAT NIGHT'S MAIN EVENT-16  
(11:30-12:54)(PAE)

AVERAGE AUDIENCE	{	8,150
(Hhids (000) & %)	{	9.2
SHARE AUDIENCE	%	27
AVG. AUD. BY 1/4 HR	%	10.4

10.0 *	9.2 *
26 *	27 *
9.5	9.4
	9.0
	8.6

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	9.3	8.5	7.2	6.4	5.5	4.6	3.6
SHARE AUDIENCE %	24	25	24	26	28	29	28

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.0	2.3	2.2	1.8	1.5	1.0	0.6 ^
SHARE AUDIENCE %	5	7	7	7	8	6	5 ^

**PBS**

AVERAGE AUDIENCE	1.7	1.4	0.9	0.6 ^	0.5 ^	0.5 ^	0.5 ^
SHARE AUDIENCE %	4	4	3	2 ^	3 ^	3 ^	4 ^

**CABLE ORIG.**

AVERAGE AUDIENCE	5.3	3.9	3.7	3.1	2.8	2.5	2.2
SHARE AUDIENCE %	14	11	12	13	14	16	17

**PAY SERVICES**

AVERAGE AUDIENCE	4.0	3.8	3.7	3.8	3.5	3.2	2.9
SHARE AUDIENCE %	10	11	12	16	18	20	23

U.S. TV HOUSEHOLDS: 88,800,000  
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, S e page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.2	52.6	54.6	56.7	59.5	61.6	62.8	64.5	66.7	67.5	68.0	68.0	67.7	67.3	66.1	64.0	52.5	44.8

## ABC TV

AVERAGE AUDIENCE  
(HHs (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	DISNEY SUNDAY MOVIE SPLASH, TOO, PT. 1				SUPERSTARS AND THEIR MOMS				ABC SUNDAY NIGHT MOVIE ONASSIS, THE RICHEST MAN IN THE WORLD, PT. 1 (PAE)									
	7,440				8,080				10,990									
	8.4	7.9 *			9.0	9.1 *	8.4 *		9.8	12.4 *	11.9 *		12.6 *		12.4 *		12.5 *	
	16	15 *			16	15 *	14 *		15	19 *	18 *		19 *		18 *		19 *	
	7.5	8.2	8.9	9.0	8.5	6.4	9.6	10.1	11.7	12.2	12.5	12.7	12.4	12.4	12.4	12.5		

## CBS TV

AVERAGE AUDIENCE  
(HHs (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	60 MINUTES				MURDER, SHE WROTE				CBS SUNDAY MOVIE MAGNUM, P.I. - FINALE (PAE)									
	17,190				18,430				28,350									3,010
	19.4	18.5 *			20.4 *	20.8 *	19.6 *		22.0 *	32.0 *	30.8 *		31.5 *		32.6 *		33.2 *	3.4
	38	36 *			37	33 *	32 *		35	48 *	46 *		46 *		48 *		51 *	6
	17.4	19.5	20.3	20.5	19.4	19.8	21.2	22.8	30.3	31.4	31.6	31.4	32.4	32.8	33.2	33.1	33.4	

## NBC TV

AVERAGE AUDIENCE  
(HHs (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	OUR HOUSE (7:01-8:01) (PAE)				FAMILY TIES (8:01-9:01) (PAE)				DAY BY DAY (8:31-9:01) (PAE)				NBC SUNDAY NIGHT MOVIE MAD MAX BEYOND THUNDERDOME (9:01-11:01) (PAE)					
	6,820				11,430				10,370				8,150					
	7.7	6.9 *			8.4 *	12.9 *			11.7				9.2	9.2 *	9.4 *	9.5 *	8.8 *	
	14	13 *			15	21 *			18				14	14 *	14 *	14 *	14 *	
	6.5	7.2	7.9	8.9	12.0	13.8	11.7	11.8	9.5	9.0	9.3	9.5	9.5	9.4	9.2	8.5	8.6	

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.5		13.0		13.5		13.4		10.1		9.8		8.8		6.3		6.1	
SHARE AUDIENCE %	24		23		22		21		15		14		13		10		13	

## SUPERSTATIONS

AVERAGE AUDIENCE	2.6		2.8		2.6		2.8		2.6		2.6		2.6		1.8		1.8	
SHARE AUDIENCE %	5		5		4		4		4		4		4		3		4	

## PBS

AVERAGE AUDIENCE	1.3		1.6		3.0		4.0		2.1		2.1		1.4		1.3		1.1	
SHARE AUDIENCE %	3		3		5		6		3		3		2		2		2	

## CABLE ORIG.

AVERAGE AUDIENCE	5.1		4.7		4.6		4.1		4.3		4.0		3.8		3.7		3.1	
SHARE AUDIENCE %	10		8		8		6		6		6		6		6		6	

## PAY SERVICES

AVERAGE AUDIENCE	3.0		3.2		3.7		4.3		6.7		7.5		7.5		6.6		5.0	
SHARE AUDIENCE %	6		6		6		7		10		11		11		10		10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	35.8	31.9	27.0	24.2	20.7	18.3	15.9	14.2	12.8	11.9	10.6	9.6	8.9	8.1

## ABC TV

(1)

AVERAGE AUDIENCE	{	1,950
(Hhlds (000) & %)		2.2
SHARE AUDIENCE	%	8
AVG. AUD. BY 1/4 HR	%	2.2

## CBS TV

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)		
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

## NBC TV

(2)

(PAE)

AVERAGE AUDIENCE	{	1,680
(Hhlds (000) & %)		1.9
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.9

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.5	5.3	4.0	3.2	2.5	2.1	1.7
SHARE AUDIENCE %	19	21	21	21	20	21	20

## SUPERSTATIONS

AVERAGE AUDIENCE	1.9	1.4	1.1	1.1	0.7 ^	0.7 ^	0.6 ^
SHARE AUDIENCE %	6	5	6	7	6 ^	7 ^	7 ^

## FBS

AVERAGE AUDIENCE	1.3	1.0	0.7 ^	0.3 ^	0.2 ^	0.1 v	0.1 v
SHARE AUDIENCE %	4	4	4 ^	2 ^	2 ^	1 v	1 v

## CABLE ORIG.

AVERAGE AUDIENCE	3.1	2.4	1.5	1.3	1.1	1.0	1.0
SHARE AUDIENCE %	9	9	8	9	9	10	12

## PAY SERVICES

AVERAGE AUDIENCE	4.7	4.9	3.6	2.9	2.6	2.5	2.1
SHARE AUDIENCE %	14	19	18	19	23	25	25

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND REPORT-SUN (ABC, 11:30-11:45)  
 (2) G MICHAELS SPORTS MACHINE, (PAE), NBC, (11:31-11:46)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.4	10.3	12.6	14.9	17.9	19.8	20.7	21.2	21.6	21.8	21.6	21.6	21.7	21.8	21.8	21.8	21.2	21.2

## ABC TV

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) {PARTICIPATING (PAE)}	GOOD MORNING AMERICA-830 (CO-OP) {PARTICIPATING (PAE)}
AVERAGE AUDIENCE (HHds (000) & %)	{	1,520 1.7		2,460 2.8	3,880 4.4	3,860 4.4
SHARE AUDIENCE	%	18		18	21	20
AVG. AUD. BY 1/4 HR	%	1.7		2.8	4.5 4.3	4.4 4.3

## CBS TV

		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SJS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SJS)	CBS THIS MORNING-2	\$25,000 PYRAMID
AVERAGE AUDIENCE (HHds (000) & %)	{	1,010 1.1		2,020 2.3		2,160 2.4	2,340 2.6
SHARE AUDIENCE	%	10		11		11	12
AVG. AUD. BY 1/4 HR	%	1.1	1.2	2.3 2.3		2.3 2.5	2.5 2.7

## NBC TV

		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7 30AM (CO-OP) {PARTICIPATING (PAE)}	TODAY SHOW-8 30AM (CO-OP) {PARTICIPATING (PAE)}	SALE OF THE CENTURY
AVERAGE AUDIENCE (HHds (000) & %)	{	1,830 2.1		3,970 4.5	3,850 4.3
SHARE AUDIENCE	%	21		21	20
AVG. AUD. BY 1/4 HR	%	1.8 2.4		4.6 4.4	4.4 4.3

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.8	3.5	5.8	6.9	6.6	6.2	5.4	5.4	5.4
SHARE AUDIENCE %	19	26	31	33	30	29	25	25	25

## SUPERSTATIONS

AVERAGE AUDIENCE	0.7	1.4	2.2	2.4	2.1	2.2	1.9	1.9	1.8
SHARE AUDIENCE %	7	10	11	11	10	10	9	9	8

## PBS

AVERAGE AUDIENCE	<<	0.1 ^	0.4	0.8	1.2	1.3	1.2	1.1	1.0
SHARE AUDIENCE %	<<	1 ^	2	4	5	6	6	5	5

## CABLE ORIG.

AVERAGE AUDIENCE	1.3	1.4	2.0	2.0	2.1	2.3	2.2	2.4	2.3
SHARE AUDIENCE %	14	10	10	10	10	10	10	11	11

## PAY SERVICES

AVERAGE AUDIENCE	0.8	0.7	0.8	0.8	0.9	0.9	0.8	0.8	0.8
SHARE AUDIENCE %	9	5	4	4	4	4	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)  
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.



TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	26.9	27.4	27.7	26.9	29.4	31.5	33.3	35.0	36.1	38.0	39.2	41.0	45.8	47.8	48.4	49.6

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	6,240															
%	7.0	7.0	*		7.1	*										
%	25	26	*		25	*										
%	7.1	7.0		7.0	7.1											

← GENERAL HOSPITAL → (PAE) →

ABC WORLD  
NEWS TONIGHT

9,230  
10.4  
21  
10.2 10.8

**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	5,140															
%	5.8	5.8	*		5.8	*										
%	21	21	*		21	*										
%	5.8	5.8		5.8	5.8											

← GUIDING LIGHT →  
(PAE)

CBS EVENING  
NEWS-RATHER

8,520  
9.6  
20  
9.6 9.6

**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	3,540															
%	4.0	3.9	*		4.0	*										
%	14	15	*		14	*										
%	4.0	3.9		3.9	4.1											

← SANTA BARBARA → (PAE) →

NBC NIGHTLY  
NEWS

7,600  
8.6  
18  
8.5 8.7

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.3		7.2		8.2		9.6		10.9		12.0		13.2		14.4
SHARE AUDIENCE %	23		25		27		28		29		30		28		29

**SUPERSTATIONS**

AVERAGE AUDIENCE	1.8		1.9		2.3		2.7		3.1		3.3		3.1		3.3
SHARE AUDIENCE %	7		7		8		8		8		8		7		7

**PBS**

AVERAGE AUDIENCE	0.7		0.7		1.0		1.0		0.9		0.9		1.1		1.2
SHARE AUDIENCE %	3		3		3		3		3		2		2		2

**CABLE ORIG.**

AVERAGE AUDIENCE	3.3		3.7		4.0		4.2		4.0		4.3		4.8		5.1
SHARE AUDIENCE %	12		13		13		12		11		11		10		10

**PAY SERVICES**

AVERAGE AUDIENCE	0.9		0.9		0.8		0.9		0.9		0.8		1.2		1.5
SHARE AUDIENCE %	3		3		3		3		2		2		3		3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	8.2	9.3	11.1	13.1	15.3	17.8	20.1	21.9	23.9	25.8	26.3	26.8	27.6	28.5	28.0	27.9	27.7	27.7

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUPPIES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS	BUGS BUNNY & TWEETY SHOW
1,770	2,840	3,280	3,460	4,250	4,610	4,250
2.0	3.2	3.7	3.9	4.8	5.2	4.8
12	15	15	15	17	19	17
1.8	2.2	2.9	3.4	4.7	5.0	4.9

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,040	3,370	4,610	5,140	5,230	3,720	3,630
2.3	3.8	5.2	5.8	5.9	4.2	4.1
14	18	21	22	21	15	15
2.0	2.6	3.6	4.1	5.8	4.3	4.0

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,190	3,720	4,430	5,050	4,520	4,780	3,190
3.6	4.2	5.0	5.7	5.1	5.4	3.6
22	20	20	22	18	19	13
3.2	4.1	4.2	4.8	5.2	5.0	3.8

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3	3.3	4.2	4.5	4.9	5.3	5.8	6.6	6.9
26	27	25	21	20	20	21	24	25

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.7	1.1	1.5	1.6	1.3	1.6	1.4	1.7	1.9
8	9	9	8	5	6	5	6	7

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.2	0.4	0.6	0.9	0.9	1.1	1.2	1.4	1.6
2	3	4	4	4	4	4	5	6

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	2.2	2.9	3.8	4.5	4.3	4.8	4.5	4.7
20	18	17	18	18	16	16	16	17

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.0	1.0	1.3	1.3	1.4	1.6	1.8	1.8	1.8
11	8	8	6	6	6	6	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.9	27.2	26.7	27.3	27.6	27.0	26.7	26.5	26.4	26.7	27.0	27.2	27.6	27.9	28.3	29.7	30.3	30.7

## ABC TV

	FLINTSTONE KIDS	ANIMAL CRACK- UPS	HEALTH SHOW	(1)	IND. INSURANCE GOLF-SAT.	PRO BOWLERS TOUR (3:00-4:30)
AVERAGE AUDIENCE (Hhds (000) & %)	3,460 3.9	2,750 3.1	1,240 1.4	1,590 1.8	1,770 2.0	3,720 4.2
SHARE AUDIENCE %	14	11	5	7	7	14
AVG. AUD. BY 1/4 HR	3.9	3.8	3.0	3.2	1.4	1.4

## CBS TV

	DENNIS THE MENAGE	TEEN WOLF	GALAXY HIGH SCHOOL	CBS SPORTS SAT SP ED NCAA MEN'S GYMNAS- TIC CHAMPS	(2)
AVERAGE AUDIENCE (Hhds (000) & %)	3,010 3.4	3,010 3.4	2,750 3.1	2,220 2.5	3,810 4.3
SHARE AUDIENCE %	13	13	11	9	13
AVG. AUD. BY 1/4 HR	3.4	3.3	3.2	2.4	2.9

## NBC TV

	NEW ARCHIES	FOOFUR (PAE)	I'M TELLING	(3)	NBC MAJOR LEAGUE BASEBALL OAKLAND VS CLEVELAND, CALIFORNIA VS TORONTO (MULTI SEGMENT)(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	3,100 3.5	2,300 2.6	1,680 1.9	2,920 3.3	4,080 4.6
SHARE AUDIENCE %	15	10	7	12	16
AVG. AUD. BY 1/4 HR	3.3	3.6	2.7	1.9	1.9

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.2	6.8	7.5	7.4	8.0	8.1	9.0	9.3	9.9
SHARE AUDIENCE %	27	25	27	28	30	30	32	32	32

## SUPERSTATIONS

AVERAGE AUDIENCE	1.9	1.6	1.8	2.0	1.9	1.9	2.1	2.4	2.9
SHARE AUDIENCE %	7	6	7	8	7	7	8	8	10

## PBS

AVERAGE AUDIENCE	1.7	1.3	1.5	1.6	1.5	1.5	1.8	1.7	1.6
SHARE AUDIENCE %	6	5	5	6	6	6	6	6	5

## CABLE ORIG.

AVERAGE AUDIENCE	4.8	5.3	5.3	5.6	5.4	5.3	5.8	5.6	5.8
SHARE AUDIENCE %	18	20	19	21	20	20	21	19	19

## PAY SERVICES

AVERAGE AUDIENCE	1.9	2.4	2.2	2.5	3.1	3.3	2.7	2.6	2.6
SHARE AUDIENCE %	7	9	8	9	12	12	10	9	9

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS, HERE COME THE LITTLES, PT. 2, ABC, (1:00-1:30)  
 (2) NBA PLAYOFF GAME SAT, HOUSTON VS DALLAS, CBS, (3:30-6:04)  
 (3) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (1:00-1:18)

For explanation of symbols, See page B.



TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	30.7	30.9	30.8	31.6	32.4	33.1	33.7	35.2	37.7	38.9	39.5	40.0						

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

PRO BOWLERS  
TOUR  
(3:00-4:30)

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLD NEWS  
TONIGHT-SAT

			3,190								4,160	
	4.4	*	3.6		3.1	*		3.7	*		4.7	
	14	*	11		10	*		11	*		11	
	4.6		3.1		3.2		3.6	3.8		4.0	3.9	
											4.6	4.8

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

NBA PLAYOFF GAME SAT  
HOUSTON VS DALLAS  
(3:30-6:04)

CBS SAT. NEWS-  
SCHIEFFER

											4,960	
	3.4	*			4.1	*		5.0	*		5.8	*
	11	*			13	*		15	*		17	*
	3.3		3.6		4.2		4.9	5.1		5.7	5.9	5.6
			3.9								5.5	5.8

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

(1)

LEGENDS OF GOLF-SAT  
(4:25-6:00)(PAE)

NBC NIGHTLY  
NEWS-SAT.

		2,840									5,490	
		3.2			3.4	*		3.1	*		6.2	
		10			11	*		9	*		15	
	4.6		3.7		3.4		3.3	2.9		2.9	3.1	
											6.0	6.3

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.3		11.5		11.1		11.8		12.9		13.8
33		37		34		34		34		35

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.1		3.6		3.5		3.6		4.1		4.4
10		12		11		10		11		11

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.6		1.7		2.0		2.2		1.9		1.9
5		5		6		6		5		5

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.2		6.7		7.2		7.3		7.0		6.0
20		21		22		21		18		15

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4		2.1		2.0		2.0		2.0		2.4
8		7		6		6		5		6

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC MAJOR LEAGUE BASEBALL, OAKLAND VS CLEVELAND, CALIFORNIA VS TORONTO, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.9	7.6	9.0	10.8	12.7	14.6	16.2	17.8	20.1	21.7	22.5	23.2	24.4	25.1	24.8	24.6	24.9	26.2

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

BUSINESS WORLD

890  
1.0  
4  
1.0

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES  
(SUS)

SUNDAY MORNING

FACE THE  
NATION

3,370 3.3 \* 4.1 \* 1,860  
3.8 16 15 \* 17 \* 3.9 \* 2.1  
3.0 3.6 4.2 4.1 4.1 3.7 2.2 2.0

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

2,040 2.3 2.0 \* 2.6 \* 2.4 \* 2,040  
2.3 13 14 \* 14 \* 11 \* 2.3  
1.7 2.2 2.6 2.6 2.5 2.4 2.2 2.3

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8 2.6 4.0 5.4 6.3 7.3 7.7 8.1 8.9  
25 26 29 32 30 32 31 33 35

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.4 0.8 1.4 1.8 2.0 2.3 2.2 2.5 2.7  
6 8 10 11 10 10 9 10 11

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.1 0.4 0.9 1.2 1.6 1.6 1.8 1.5 1.6  
1 4 7 7 8 7 7 6 6

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.6 2.3 3.1 3.6 4.2 4.1 4.3 4.5 4.7  
22 23 23 21 20 18 17 18 18

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.6 1.7 1.8 2.3 2.8 3.3 4.1 4.1 3.3  
22 17 13 14 13 14 17 17 13

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.5	26.4	26.4	26.7	27.1	27.3	26.8	28.1	29.4	30.1	30.2	30.4	31.1	31.8	32.1	32.8	33.1	34.1

## ABC TV

←THIS WEEK-DAVID BRINKLEY→

IND. INSURANCE GOLF-SUN.  
(1:30-4:02)(PAE)

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	2,480								2,040									
%	2.8	2.7 *			2.8 *				2.3	1.8 *			1.9 *		2.3 *		2.4 *	3.0 *
%	10	10 *			10 *				7	6 *			6 *		7 *		9 *	
%	2.7	2.7	2.8		2.9				1.8	1.7	1.8		2.0	2.2	2.3	2.3	2.6	3.0

## CBS TV

NBA PLAYOFF GAME-1  
NY KNICKS VS BOSTON CELTICS

(1)

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{							5,230										6,020	
%							5.9	4.7 *		6.2 *			6.1 *		6.4 *		6.2 *	6.8
%							19	17 *		21 *			20 *		20 *		19 *	19
%							4.2	5.2	5.9	6.4	6.3		5.9	6.4	6.3	6.4	6.0	5.8

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{																		
%																		
%																		
%																		

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

9.5		9.8		10.7		10.0		10.0		10.8		11.3		11.2		11.9
36		37		39		36		34		36		36		35		35

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.2		3.5		3.7		2.9		2.3		2.7		3.3		2.9		3.0
12		13		14		11		8		9		11		9		9

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4		1.5		1.7		1.4		1.4		1.2		1.2		1.2		1.3
5		6		8		5		5		4		4		4		4

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.7		5.1		5.4		4.9		4.7		5.5		5.9		6.5		6.9
18		19		20		18		16		18		19		20		21

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0		2.8		2.7		3.1		3.5		2.8		2.5		2.9		2.6
11		11		10		11		12		9		8		9		8

U.S. TV HOUSEHOLDS: 88,600,000  
(1) NBA PLAYOFF GAME-2, CLEVELAND VS CHICAGO/SEATTLE VS DENVER, CBS, (9:30-8:00)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	34.3	34.8	35.4	35.6	36.1	37.3	38.0	38.7	39.8	41.8	43.1	43.9						
<b>ABC TV</b>																		
	← AT&T TENNIS CHALLENGE (4:02-6:10)(PAE) →																	
	ABC WORLD NEWS TONIGHT-SUN																	
AVERAGE AUDIENCE (Hhds (000) & %)	1,860											4,180						
SHARE AUDIENCE %	2.1	3.2 *		1.9 *		1.4 *		1.8 *				4.7						
AVG. AUD. BY 1/4 HR	3.1	3.3	2.3	1.4	1.3	1.5	1.8	2.0	2.6			4.8	4.6					
<b>CBS TV</b>																		
	← NBA PLAYOFF GAME-2 CLEVELAND VS. CHICAGO SEATTLE VS. DENVER (3:30-6:00) →																	
	CBS EVENING NEWS-SUNDAY																	
AVERAGE AUDIENCE (Hhds (000) & %)		6.2 *		6.4 *		7.1 *		8.2 *	6,910									
SHARE AUDIENCE %		18 *		19 *		19 *		21 *	7.8									
AVG. AUD. BY 1/4 HR	6.1	6.2	6.2	6.7	6.9	7.2	8.1	8.3	7.5	8.1								
<b>NBC TV</b>																		
	← LEGENDS OF GOLF-SUN (MULTI SEGMENT)(PAE) →																	
AVERAGE AUDIENCE (Hhds (000) & %)	3,280																	
SHARE AUDIENCE %	3.7	2.1 *		2.7 *		3.2 *		3.7 *		4.6 *		5.0 *						
AVG. AUD. BY 1/4 HR	2.3	2.0	2.5	2.8	3.2	3.2	3.4	4.0	4.5	4.6	4.8	5.1						
<b>INDEPENDENTS (INCL. SUPERSTATIONS)</b>																		
AVERAGE AUDIENCE	12.6		13.1		13.0		13.5		14.2		14.5							
SHARE AUDIENCE %	37		37		35		35		35		33							
<b>SUPERSTATIONS</b>																		
AVERAGE AUDIENCE	9.3		3.3		3.4		3.4		3.8		3.4							
SHARE AUDIENCE %	10		9		9		9		9		8							
<b>PBS</b>																		
AVERAGE AUDIENCE	1.3		1.6		1.6		1.9		1.7		1.2							
SHARE AUDIENCE %	4		5		4		5		4		3							
<b>CABLE ORIG.</b>																		
AVERAGE AUDIENCE	7.7		7.4		7.1		6.3		6.4		6.6							
SHARE AUDIENCE %	22		21		19		16		16		15							
<b>PAY SERVICES</b>																		
AVERAGE AUDIENCE	2.8		3.0		3.3		3.0		3.2		3.1							
SHARE AUDIENCE %	8		8		9		8		8		7							
U.S. TV HOUSEHOLDS:	88,600,000																	

For explanation of symbols, See page B.